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THE JOHN CRERAR
JAN 2 1933
LIBRARY

BROADCASTING

combined with

Broadcast Advertising

Published Semi-Monthly

Vol. 6 No. 1

WASHINGTON, D. C.
JANUARY 1, 1934

Canada and Foreign
$4.00 the Year

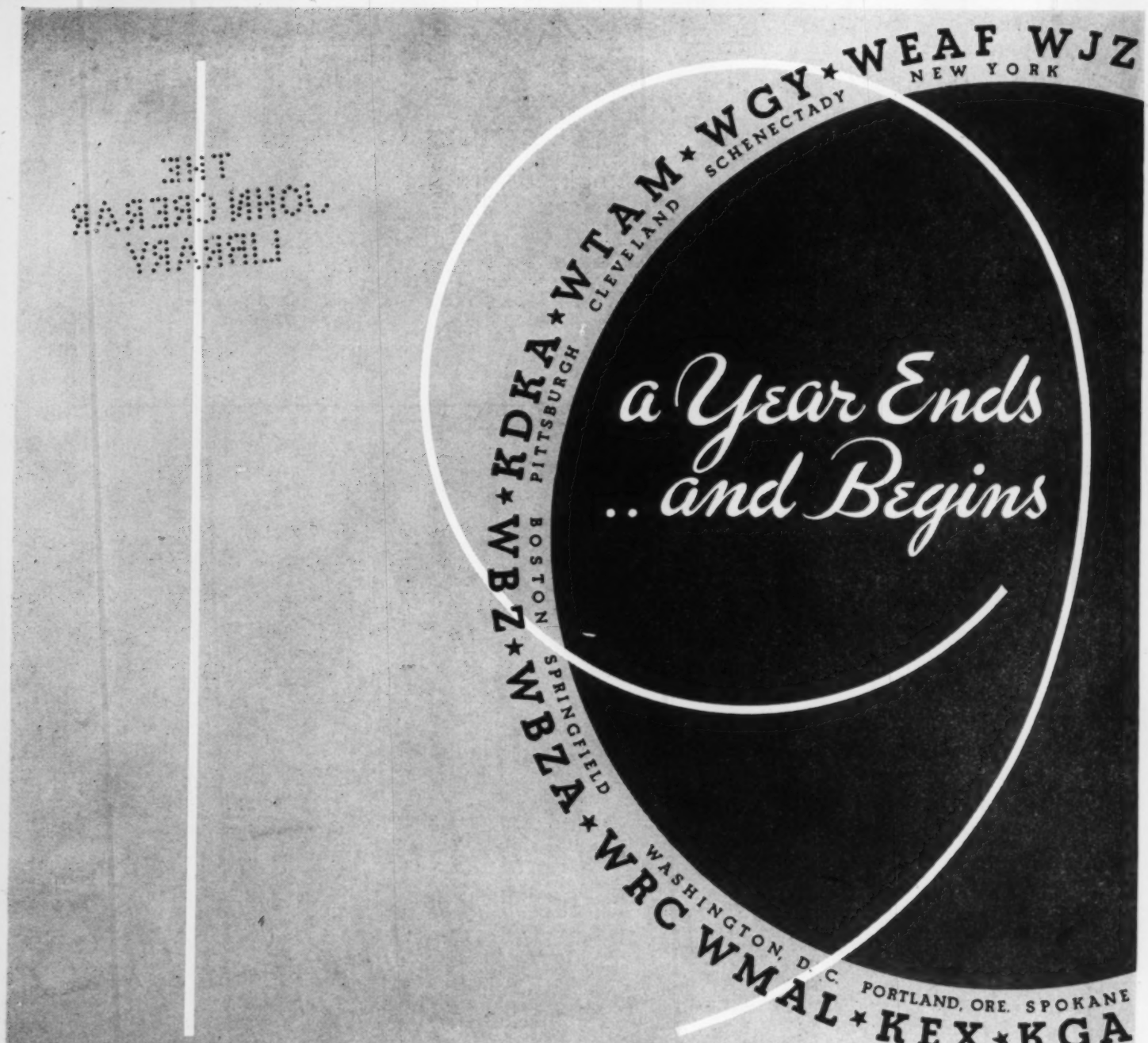
$3.00 the Year
15c the Copy

THE JOHN CRERAR LIBRARY

WOR welcomes this opportunity to extend Heartiest Greetings to all our friends in the industry for whom we sincerely hope the New Year will bring unbounded Prosperity and Success!

BAMBERGER BROADCASTING SERVICE, Inc.,
NEWARK, NEW JERSEY

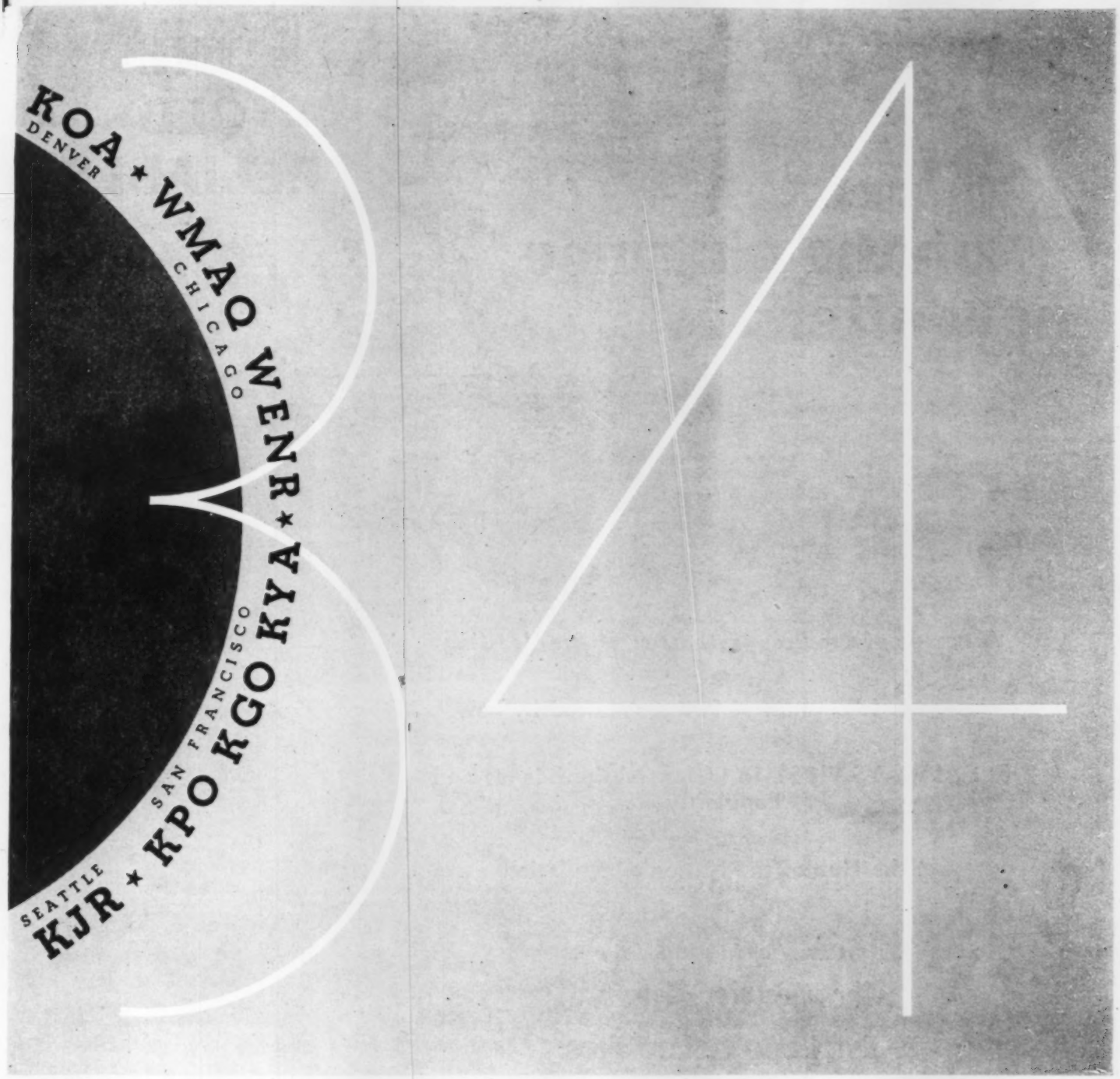
XUM



THE
JOHN CRERAR
LIBRARY

In the face of many obstacles, real and imagined, we have been able, during 1933, to create new business for our clients and to add new successes to the ever growing story of radio's power as an advertising medium. The stations we represent and the markets in which they are located will offer, during 1934, greater opportunities to advertisers. For business is on the way back. People are buying. 1934 begins where 1933 ends,—on a rising tide of demands, desires and needs.

XUM



NBC LOCAL SERVICE BUREAU

NEW YORK • CHICAGO • SAN FRANCISCO

WEAF & WJZ WMAQ & WENR KPO, KGO & KYA

BOSTON • WBZ SPRINGFIELD, MASS. • WBZA SCHENECTADY • WGY WASHINGTON, D. C. • WRC & WMAL

PITTSBURGH • KDKA CLEVELAND • WTAM DENVER • KOA PORTLAND, ORE. • KEX SPOKANE • KGA SEATTLE • KJR

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THE OLD RELIABLE

. . on the air since July 18, 1922
now offers . .

50,000 WATTS

A Parade of Progress In the Art of Broadcasting

●

Now the Maximum of Power Allowed by Law

●

But ALWAYS FIRST In Listeners' Confidence and Popularity

●

At the Hub of the Nation's Population

●

Owned and Operated By

The Courier-Journal.
AND
THE LOUISVILLE TIMES.

820 KILOCYCLES
●
CLEARED CHANNEL
●
FULL TIME

BASIC CBS STATION

●

Affiliated With the Center of Population Group

●

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
New York—Chicago—Detroit—San Francisco—Atlanta

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XUM

BROADCASTING
and
Broadcast Advertising

VOL. 6 No. 1 WASHINGTON, D. C. JANUARY 1, 1934 $3.00 PER YEAR—15c A COPY

Advertising Leaders See Boom Radio Year

Agency and Business Executives Unanimous in Prediction That Medium Will Prosper With Industry in 1934

1934: Banner Year for Radio!

ONE OF THE LAST businesses to feel the effects of the depression, radio broadcasting appears in a fair way to be one of the first to emerge from the depression. Current trade figures showing the definite upward trend are further supported by the statements of these leading agency and advertising executives, who were asked by BROADCASTING to comment on the prospects for the business of broadcasting during the new year just starting. There is hardly a disconsonant note among the statements submitted by these men, who place a big share of the national and spot radio business or who are otherwise importantly identified with the radio industry as a whole. With almost one accord, they see 1934 as a boom year for radio. And these are men who perforce must pick media not merely with an eye to institutional value but for direct results. This symposium reveals a gratifying agency and advertiser "awareness" of the radio medium that augurs well for a banner year ahead.

JAMES T. AUBREY
Pres., Aubrey, Moore & Wallace, Chicago

I BELIEVE every branch of advertising will show an increase in 1934 over 1933. We have had a number of successful programs on the air during the year, and these clients have all had good sales results. There is, therefore, every reason to believe that broadcasting, from our standpoint, will show a healthy increase. In addition to chain advertising, we notice an increase in interest from new advertisers in spot broadcasting.

M. H. AYLESWORTH
President
National Broadcasting Co.

WHILE the National Broadcasting Company has maintained its optimism and confidence throughout the past two years, it is indeed a pleasure to be able to back that optimism once more with actual figures. The closing months of 1933 have shown a decided and consistent upturn in NBC business, and the prospects for 1934 are excellent. Gross revenue for October was 3 per cent above October, 1932, November showed a 12 per cent increase over the same month of the previous year, and estimates for December indicate that the final month of 1933 will be more than 10 per cent above December, 1932. Contract renewals have been very satisfactory, many for the full year of 1934. We feel that our confidence is being amply justified.

PAUL BLAKEMORE
Pres., Coolidge Advertising Co.
Des Moines, Ia.

BUSINESS men predicting next year's progress are like athletic coaches predicting next week's victory. In our opinion, however, businesses which have sound selling strategy can make real progress in 1934. During the final quarter of 1933, we have noted on several accounts, a readier response to advertising. Particularly in Iowa and the midwest, the business upturn should continue into 1934, because of extra cash income—averaging $1,270 per Iowa farmer—which government measures will bring to Iowa farmers in the next 14 months. As business swings into a faster pace, companies which continue to postpone effective advertising and sales promotion work in 1934, are likely to give their competitors a big advantage.

LEE H. BRISTOL
V. P., Bristol-Myers Co.
New York City

I BELIEVE that broadcasting prospects (i.e. commercial broadcasting) for 1934 are as bright as ever. To be sure, the threat of such proposals as the pending and much - discussed "Tugwell Bill" would appear as a damper on any advertising prospects for the food, drug or cosmetic industries,— yet it seems inevitable that adequate changes in that proposed legislation will be made to insure no undue "cramping" of legitimate advertisers. The fate of commercial broadcasting lies really with the sponsors themselves. If it is held to reasonable bounds in its commercial phases and if it adheres to high entertainment standards of program quality, we may continue to hope and receive big results from it.

D. M. BOTSFORD
Botsford, Constantine & Gardner
Portland, Ore.

RADIO prospects for 1934 are encouraging on the west coast. Practically all our schedules so far approved which carried radio as a part of the 1933 program, are continuing their broadcasting activities on an equal or larger basis. In addition some of our other clients, and new accounts on which we are working, are showing a healthy interest in radio. Unquestionably the splendid co-operation and service extended to agencies by Pacific coast stations is helping materially in holding present business and building new broadcasting accounts.

D. L. BRYANT
Federal Advertising Agency, Inc.
New York City

RADIO has now developed its own personality, and has proved its right to be considered a major advertising medium. At the same time many of its phases are still somewhat obscure. The medium is no longer an adolescent, but although developing rapidly, it has not yet reached maturity. Of course, to a certain extent this is true of the advertising industry as a whole. New ideas and new methods are continually being evolved. But in the radio this process of evolution might seem more active than in the rest of the industry. We, at Federal, believe that, knowing more about broadcasting in 1933 than in 1932, we used it more effectively. Therefore, because we expect to extend our knowledge even further this year, we are looking forward to still greater success with it.

EMIL BRISACHER
Emil Brisacher & Staff
San Francisco, Cal.

OUR clients' commitments for 1934 indicate increases of close to 25 per cent in appropriations at the present time. Radio, of course, will share in the increase in these appropriations and based on this premise it can be anticipated that our radio billings will be up about 25 per cent in 1934. However, all appropriations are released on practically a monthly basis these days and sharp reversals can be anticipated from time to time as business hits seasonable or unseasonable slumps. Therefore, in our opinion, while the year 1934, as a whole, will show a sizable increase in radio billings, it will not be at all free from unforseen breaks in the continuity of many advertisers.

PIERRE BOUCHERON
Advertising & Sales Promotion Mgr., RCA-Victor Company, Inc.
Camden, N. J.

THE growing number of outstanding musical programs drawing the finest talent of the opera and concert halls to broadcasting on a regular basis is bound to win over additional radio listeners to swell the numbers of the habitual radio audience. Programs of this type will place further emphasis on improved quality of radio transmission which recently developed broadcasting equipment is fully capable of providing. Greater emphasis will also be placed on better quality of reproduction from home radio receivers, which should have a salutary effect on the sale of higher priced instruments in that field. For the advertiser broadcasting will continue to provide a unique medium for addressing a nationwide audience directly in the home.

SCOTT HOWE BOWEN
Scott Howe Bowen, Inc.
New York City

DURING the past year there has been a growing recognition on the part of station operators of the very definite responsibility resting on their shoulders for compiling and putting together factual material so necessary for the advertiser. This activity on the part of individual stations is increasing the confidence of the advertiser and the agent in the efficacy of spot broadcasting. Electrical transcriptions and the means for reproducing them are now developed to a point where they will stand straight comparison with the finest network presentations so far as technical perfection is concerned. The prejudice against good electrical transcriptions is more in the minds of some of the advertising fraternity than it is in the mind of the listener. Results prove that daily. There is no limit to the expansion possibilities of spot broadcasting. The speed with which it will be accomplished rests largely in the hands of the station owners themselves, who, individually and in groups, will permit their help to bring about sales set-ups competent to meet competition on an even basis wherever it may be found.

RUSSELL C. COMER
Russell C. Comer Advertising Co.
Kansas City, Mo.

RADIO broadcasting should show a large increase in 1934, particularly from sectional advertisers to whom broadcasting has been forbidden through lack of program facilities. The recent amazing improvements in transcription recording, offering the new so called "wide range" quality—in other words both high and low vibrations giving a more faithful reproduction of the original, make it possible for the sectional advertiser to compete effectively with the national advertiser. We base this prediction on our own recent experience.

JIMM DAUGHERTY
Jimm Daugherty, Inc., Advertising
St. Louis, Mo.

"FROM our particular field," broadcasting prospects for 1934 look very bright indeed. With improved methods of production, talent that is definitely radio talent, and better radio sets, broadcasting has a greater opportunity to do a real selling job than ever before. The lean years demanded research, study and experiment on the part of all connected with broadcasting and, since my organization will be placing a much greater volume of radio business in 1934, I have had a splendid opportunity to observe the results of these efforts first hand. I think they've come through and that 1934 results will prove it!

HARRY A. EARNSHAW
President, Earnshaw-Young, Inc.
Los Angeles, Cal.

WITH business conditions compelling advertisers to demand that their radio advertising attain utmost effectiveness, I firmly believe that the coming year will find more and more advertisers turning to spot broadcasting of continuity programs. Our experience proves that this is the most effective form of radio merchandising and as advertisers gain more experience with this medium, I believe the effectiveness of this type of program will be universally recognized.

In short, advertisers will learn that they cannot possibly achieve the results obtained by such outstanding continuity programs as "Amos and Andy," "Myrt and Marge," "Chandu the Magician" and "The Adventures of Detectives Black and Blue" by simply adding one more musical or variety bill to the dozens of similar programs now on the air. They must do something original that carries sustained interest—this means a continuity program. They must get an audience where they market—and this means spot broadcasting.

FREDERIC R. GAMBLE
Executive Secretary
American Ass'n of Advertising Agencies

I THINK prospects for broadcasting during 1934 are excellent. Most businesses are improving somewhat and when business improves, manufacturers gain courage to seek still more improvement. Broadcasting, as an advertising medium, has made great strides in the last few years, both in technical transmission and in type of programs, which agencies are building in increasing numbers, exerting every effort to develop programs which will reach and hold prospects and customers for the client. The open-mindedness of station owners and their willingness to adapt the medium successfully to advertising is playing a large part in the growth of broadcasting. Standardization of orders, terms and discounts is making the medium easier to work in. Rates are beginning to reflect values. Values are beginning to be measured. When these are known, we may expect still further advances.

E. R. GABLE
Stack-Gable Advertising Agency
Chicago-New York

I AM happy to say that the outlook for broadcasting for 1934 is excellent.

PAUL S. ELLISON
Radio Advertising Manager
Hygrade Sylvania Corp.

WE CAN look forward to a bigger, better, more profitable broadcasting activity for 1934. Improved economic conditions, refined transmitting and receiving equipment, and withal a steadily improving showmanship aimed at greater listener acceptance, are the contributing factors. Major success, however, will come only to those broadcasters whose equipment, service range and programs are beyond reproach in their own sphere, for broadcasting becomes increasingly competitive all the while.

As for programs proper, my very personal viewpoint, gained in the years spent in merchandising phonograph records, is that there are three fundamental types of music to which people respond—"head" music, "heart" music and "heels" music. You cannot change this by governmental edict or by any imposed dictation of educators or diletante musicians.

Present broadcasting more than ever before approaches a *nice* balance of appeal: Head, Heart and Heels!

WILLARD S. FRENCH
Brook, Smith & French, Inc.
Detroit, Mich.

I BELIEVE we may look for a substantial improvement in the broadcasting business in 1934—not at the expense of other media but along with general improvement in advertising business. Radio's gains, in other words, will come from a more hopeful business outlook, confidence in an immediate upturn, and larger total expenditures, rather than from a competitive fight for existing appropriations—which is as it should be. Broadcast advertising, relatively young though it is, has weathered the depression nobly, and proved its right to a place among major advertising activities. We have learned a great deal in the past two or three years about advertising over the air, and we should be able to use it more wisely and more productively in the next period of expansion.

LOUIS GLASER
President, Louis Glaser, Inc.
Boston

RADIO broadcasting to us, as well as to most New England advertising agencies, means the utilization of Boston stations or a regional hookup. It seems to us that with the increasing excellence of chain broadcasts and the lack of ability on the part of local stations to guarantee time for local broadcasts, as well as the impracticability of the sponsor of a broadcast on a limited number of stations—one, or three, or five, etc., spending the money to put a genuinely fine program on the air (even assuming the talent to be available, and it rarely is for such broadcasts) there will be in the future considerably less broadcasting done by "local" advertisers on one or a limited number of stations. The radio audience which listens to any one of our Boston stations wants to hear the national chain broadcasts and enjoys them. The broadcasting done by local concerns is rather weak by comparison. Yet it costs them more per station. To sum up, I think that radio broadcasting as an instrument for national advertising will be more largely used in 1934 than ever before. As an instrument for local advertising, it logically should be used less.

R. W. GRIGGS
Advertising Manager
Standard Brands Inc.
New York

RADIO broadcasting has proved its value in the field of good advertising. Our confidence in 1934 is shown by our renewal of the five programs we have been sponsoring this fall—the Chase and Sanborn's Dated Coffee Hour, the Fleischmann's Yeast Hour, the Bakers Broadcast, the Royal Gelatin Revue, and the Chase and Sanborn's Tea Program. These programs are organized for their entertainment value to the listener and their good will value to the dealer. The latter consideration is particularly important to us, in view of the large number of trade customers whom we serve. The fact that our dealers approve of our programs, and feel that their business is helped by the broadcasting, is a large factor in our radio policy. It is our aim, in line with this general policy, to make our commercial messages interesting as well as of direct sales value.

ARTHUR W. INGALLS
Ingalls-Advertising, Boston

IT IS significant that recently 10 out of 12 clients have asked us for a more complete review of broadcasting facts as bearing on their plans for 1934. The phantom of fear in competing with national chain programs has lessened with the improved quality of local station broadcasts which has been such a factor in developing its selling of "spots" against "programs." And most encouraging of all is the advertiser's attitude, which is more "how shall we broadcast" than "should we broadcast?" The more intelligent merchandising of radio, the closer co-operation at the source of distribution has added an increased value in 1933 which we believe will gain even more impetus in 1934.

C. P. HANLEY
Ferry-Hanley Advertising Co.
New York City

BROADCASTING, I believe, will continue to increase in 1934. I do not see right now how anyone could answer otherwise. It seems to me that the rapidity of growth will depend upon an increasing number of advertising agencies and advertisers becoming familiar with the technique of radio. Also the acquiring of accurate information regarding station coverage and other essential facts corresponding to those available in other fields of advertising. One favorable aspect is that almost every advertiser is interested in discussing radio. So with an ever-increasing backlog of radio successes, with more agencies equipped to service their clients in this field, and with more dependable data, it is natural to assume that there will be a very material increase in broadcasting.

M. A. HOLLINSHEAD
Director, Radio Department
Campbell-Ewald Co.

WE, of the Campbell-Ewald Radio Department feel very optimistic. We expect more than twice as much business in 1934 as we had in 1933. We believe that this revival in radio is not only true with us, but true of the radio business in general. It is becoming increasingly difficult to obtain desirable time on either of the major radio chains and this, in itself, is a very good index that the radio business is prospering.

R. D. KEIM
Vice President-Director of Sales
E. R. Squibb & Sons
New York City

RADIO will undoubtedly forge ahead during the next 10 years as one of the most forceful media for advertisers to create a broader consumer preference for products of guaranteed worth and quality. However, to achieve greater success and a permanent place in the field of advertising, more care must be exercised by those who engage in the business of broadcasting in the selection of the products or services to be published through this medium and far greater stress must be laid on truth in advertising.

H. H. KYNETT
Aitken-Kynett Co., Advertising
Philadelphia, Pa.

I LOOK to see 1934 develop even better business for the broadcasters than the closing months of this year. Due to the fact that there has been a marked increase in the number of high quality programs presented this fall, public interest in broadcasting has been stimulated to a notable degree. Even now the consequent improvement in spot programs and local broadcasts is making itself felt. The better the program the greater return to both advertiser and broadcaster, and I expect that good stations will have plenty of business during the coming year.

Utopia Comes to Radio . . . . . By Thornton Fisher

A PROSPEROUS NEW YEAR TO THE RADIO INDUSTRY
WE WANT 52 WEEKS-3 NIGHTS A WEEK-
HERE'S AN HOUR A WEEK FOR 2 YEARS!
AN'BE A REGULAR GUY AND SELL ME THREE HOURS A WEEK-
WE'RE OUT OF TIME, GENTLEMEN-EVERYTHINGS SOLD OUT FOR 4 YEARS-
STATION OPERATOR
MAY ALL YOUR DAYS BE SELL-OUTS-
THE ADVERTISING AGENCIES
CHIEF, WE'VE GOT 47 AUDITIONS ON FOR THIS WEEK-
HERE'S HOPING YOU-ALL OF YOU-GET WRITER'S CRAMP-
-AND GENTLEMEN-SINCE WE WENT ON THE AIR OUR BUSINESS HAS INCREASED 675%-I MOVE WE EXPAND OUR RADIO BUDGET FOR THE COMING YEAR!
HEAR! HEAR!
MAY ALL THE RADIO CLIENTS AND PROSPECTIVE ONES PROFIT THRU THIS GREAT MEDIUM-
ART
MUSIC
POLITICS
ENTERTAINMENT
EDUCATION
RADIO
TO RADIO -1934-
THORNTON FISHER-"THE SAME TO YOU"-1934

PHILIP G. LOUCKS
Managing Director, NAB

NINETEEN THIRTY-FOUR will bring new stability to the broadcasting industry. Increased business and improved commercial practices will result in better program service to the public. The new year will find broadcasters more effectively organized than ever before. Through efficient organization they will secure justice from the unregulated monopolies which annually mulct millions from broadcasting. The greatest need from the standpoint of government regulation is longer license terms for broadcasting stations.

H. K. McCANN
President, McCann-Erickson, Inc.
New York City

WITH the continuing sale of radio sets to new owners and new modern replacement sets to old owners—with new transmitters, and an increase in station power in many important centers—with a finer selection of radio programs on the air this winter than ever before—I see no reason to look for anything but a brighter prospect for 1934 radio advertising. And if radio audiences are becoming more selective all the time in their choice of programs, as certain surveys indicate, then that is all to the advantage of the advertiser who has the wisdom to keep pace with improving public taste.

ALFRED J. McCOSKER
President, WOR, Newark
President, NAB

ALL SIGNS point to an unprecedented year for radio broadcasting business during 1934. Better programs, custom built to fit the sponsors' products, are evident, as advertisers and agencies acquire technique through radio experience. There should be more new advertisers on the air in 1934 than ever before.

Program trends are definitely toward better music, we find at WOR, because the public is becoming more appreciative of the possibilities of finer radio entertainment. Similarly, dramatic acts appear to be gaining favor.

The broadcasting industry now is functioning under a rigid code approved by NRA. In my opinion, operation in compliance with the trade practice provisions of that economic law will eliminate all practices heretofore viewed as repugnant. It will enable the broadcasting industry to regulate itself and should stay the hand of government interference. This should result in a better broadcasting job for the advertiser and more business of the right kind for the station.

It is scarcely necessary for me to urge my fellow broadcasters to extend President Roosevelt continued support both in letter and spirit.

J. W. ATHERTON
Atherton & Currier, Inc.
New York City

IT IS my opinion that the prospects for the broadcasting business in advertising during 1934 are definitely on the up side.

ELLIOTT McELDOWNEY
Director of Advertising and News
Cities Service Co.
New York

ONE of our company's major activities is the business of producing and marketing petroleum products—both to industrial accounts and the private car owner. Naturally we seek the widest possible market. With this premise in view, some eight years ago we turned to radio. We produced a program of classical, semi-classical and popular music, offered by an orchestra and singers. That selfsame program, unchanged except in minor details, is on the air today. I believe I need say no more about the success of this program. For 1934, there seem to be opportunities anew. Black clouds are very apparently lifting. Automobiles are selling again, and automobiles need gasoline and oil. Radio sets are also selling, assuring us a greater audience. The combination of these two facts indicate clearly to Cities Service that broadcasting has a definite and important place in our sales program.

A. B. MUELLER
Advertising Manager
The Paraffine Companies, Inc.
San Francisco, Cal.

I BELIEVE 1934 will be a most interesting year in the field of broadcasting. There is little doubt that the increase in volume of sponsored time will continue. In addition, I have a hunch we will see some marked changes in the handling of programs—a system whereby at least the major networks will arrange their daily programs much as a newspaper handles its editorial matter, with the advertisers merely providing their own advertising message. It is quite likely too that we will see some technical developments that will advance this business immeasurably. Broadcasting is being recognized more and more as an important selling tool by advertisers and their distributing organizations and I feel confident that next year will find many new names listed among those sponsoring time over the air.

MAURICE H. NEEDHAM
Needham, Louis and Brorby, Inc.
Chicago, Ill.

THOSE of our clients who have been on the air in 1933 are continuing in 1934 with increased schedules. Other clients who have not used radio and who have not been sold on it up until the present time are giving serious consideration to programs for 1934, and at least one of them will unquestionably be using radio on a national scale before the year is over. Aside from radio, the schedules of our clients for 1934 show substantial increases over 1933. It looks like a good year ahead.

XUM

WILLIAM S. PALEY
President
Columbia Broadcasting System

BROADCASTING has become such a great activity, so many people are devoting their lives to it, that Jan. 1 has become for us just a day on the calendar and we no longer can justifiably predict radical changes because one year is ending and another is starting. We are not prophets, but builders, working day after day at our task of serving an ever-growing public with the finest that can be devised in the way of popular and classical entertainment and enlightenment, and at the same time improving our facilities and our technique so that the production in the studio or in the field may be delivered with ever-improving quality to more and more transmitters.

Looking back for an instant, the thing that impresses me most about 1933, and the thing that I think should be the source of deepest satisfaction to the public, is that when the depression finally overtook broadcasting, the industry was able not only to carry on but even to render finer service than ever despite the financial pinch. Broadcasting was the last important activity, I believe, to feel the pinch of depression. It has been the first to recover. This proves its soundness, both as a public service and as an advertising medium. If the obstacles of 1933 did not slow us in our stride, I think that we may well say that 1934 will carry us to new achievements.

CHARLES PRESBREY
President, Frank Presbrey Co.
New York City

WE find among our clients less tendency to consider radio advertising as a "luxury" media. Accounts, serviced by our organization, seem more inclined this year to look upon radio broadcasting as a necessary adjunct to a complete selling campaign. However, in considering a radio campaign, we find that our clients expect intelligent and economical supervision of talent and production costs. They are disinclined to pay extravagant sums for alleged "Big Names" and are paying stricter attention to the frame of their program and the preparation of continuity.

HARRY PECK
Peck Advertising Agency
New York City

MY FAITH in the business of broadcasting during the coming year is so great that we have made special plans to handle the increase of business which, by present operations, fully warrants a separate and distinct radio bureau which has been set up in our organization under the guidance of an experienced "director of radio" and which will function as a centralized department for the benefit of our account executives and clients. I believe that all signs point to not only an increase in "time usage" by present broadcast programs, but an introduction into the broadcast advertising field of new users of the air media who have come to a full understanding of its almost indispensable aid in the complete planning of most advertising and merchandising campaigns.

JOHN PHILBRICK
Director of Radio Production
The Goulston Co., Boston

FROM present indications in New England, the year 1934 will bring many new sponsors of commercial radio programs in addition to a number of clients returning to this medium of advertising . . . now that the essentials of a general coverage program are established. Sponsors of radio commercials have every right to expect . . . and see an eventuation of . . . increased sales, but first, potent sales messages must be put over to a maximum coverage of listeners and these listeners must, and can only be, established through the quality of entertainment. In the past, too many sophomoric "showmen" have attempted radio production with mediocre results, but these self-styled "experts" have gradually fallen by the wayside and present surveys conclusively prove that the only accounts obtaining satisfactory increase in sales are those whose programs embody seasoned and standard theatrical talent of experience . . . and not experiments.

L. L. REDFIELD
Vice President
Redfield-Coupe, Inc.
New York City

As advertising agency for Bourjois, manufacturers of the Evening in Paris line, Springtime in Paris line, Karess and Fiancee lines, and also the Barbara Gould company, we feel that we are fairly well qualified in making the statement that for the past five years we have found broadcasting very successful in selling the Evening in Paris line.

Some years ago we broadcasted another line of perfumes and placed a broadcast over the air, calling the program "An Evening in Paris," centering the entire atmosphere in Paris. We found on our first broadcasting efforts for Bourjois that a great number of people were asking for "Evening in Paris Perfume" and therefore the line that has since then become one of the fastest selling perfume lines in America was developed and pushed almost solely through broadcasting.

In fact, I believe we are today either the oldest, or second oldest, commercial account on the Columbia Network.

We have always endeavored to keep abreast of the times on our programs . . . originally a musical program, later turning to a dramatic skit, and we are now back again on a good musical program with Nat Shilkret and his orchestra, Katherine Carington, soprano, Milton Watson, a tenor, Madjette, Mistress of Ceremonies, together with a choir of some six voices.

Therefore it goes without saying that we are strong believers in radio broadcasting if the sponsor can afford to spend enough money to compete with the other programs on the other chains, especially if that program is to be broadcast in the evening. We feel that 1934 will show the larger chains almost without any available time in view of the fact that there is only a certain amount of time to be had on a given chain and this time is rapidly being taken up—in fact today one cannot buy at short notice a coast-to-coast over the National Networks after 7:30 and will find it rather difficult also to purchase this same time over Columbia Networks.

JOHN PIERRE ROCHE
President
Roche, Williams & Cunnyngham
Chicago, Ill.

I AM convinced, due to a recent experience with a series of Studebaker broadcasts, that the time is ripe for what I call "pressure" campaigns on the air. Only an occasional weekly program is of a quality that makes it consistently interesting to the radio listener. But "all-star" programs covering several successive nights, if repeated at periodic or irregular intervals, do command and get extraordinary attention. I look for more such programs as 1934 goes on. They have the same appeal to the public that the all-star movie does. And they can be merchandised with great effectiveness.

HARLOW P. ROBERTS
Advertising Manager
The Pepsodent Co.
Chicago, Ill.

I WOULD say that the prospects for radio advertising should be very good for 1934. Radio has definitely proved its effectiveness in the field of promotion and has most emphatically demonstrated that it is a very valuable medium for many products. Also, radio is gradually solving the many difficult problems confronting it especially those of rates, station coverage, etc., which are gradually being worked out on a more equitable basis.

Judging from the number of programs that are already booked, 1934 should be a banner year from the standpoint of radio broadcasting. However, one very definite limiting factor is involved and that is the number of suitable periods. When all the desirable hours or fractions of an hour are sold, no more programs can be added unless new networks are developed. This would simply mean a further division of the radio audience and a probable decrease in effectiveness rather than an increase.

I feel that radio has now reached the point where it has earned its place as a major advertising medium.

SCOTT S. SMITH
President, Critchfield & Co.
Chicago, Ill.

RADIO advertisers in 1934 are going to be "choosy." They are going to insist on many changes, chief among which is the discard of high priced entertainment talent that claims the spotlight and throws the sponsoring product into the background shadows. In many cases, sponsors have awakened to the fact that the major portion of the checks they sign has been paying for a build-up of the talent, and that frequently, their product is not even identified in the public mind with the act it sponsors.

Checking a broad selection of expensive so-called popular acts and asking different groups to identify the products sponsoring these acts have revealed some amazing confusion in the minds of radio listeners.

Radio advertisers of 1934 are to demand a reversal of this order; they are insisting upon established human interest appeal and concrete proof of popularity in the form of mail and other responses from the listeners.

All of our 1933 radio advertising has been built on this practical basis, and we have applied to these programs the four-way test—fan mail, calls upon dealers, public appearances and research survey of radio listeners. For the sake of brevity we may quote results from one program going over a network of 24 stations. Offer of a miniature newspaper brought 115,764 requests within 10 days; a modest contest sent over a million people to dealers for entry blanks; public appearances by the radio artists at Cleveland, Washington, D. C., and Indianapolis, brought out audiences ranging from 7,000 to 9,000 and in each case several thousand people had to be turned away. Radio research by telephone calls in larger cities disclosed 47.25 per cent listening to this program.

This illustrates what I mean by saying that radio advertisers are going to be "choosy" in 1934—they are going to demand practical returns such as I have outlined. For that reason they will demand a program that has proved its popularity by performance on the job of delivering results.

THOMAS H. REESE, JR.
Pres., Thomas H. Reese & Co.
New York City

NATURALLY, the value of an advertising medium is judged by its productiveness in proportion to the dollars expended. When a new method of bringing the advertiser's name and product before the public is introduced, the more "heroic" advertisers expend money on the novelty, the value of which is unknown—so it was with radio broadcasting a few years back. But today, radio is being considered and weighed for its value per dollar expended. Advertisers and their agencies know to a degree what to expect in the way of results. 1934 should show a more substantial use of radio for a definitely known purpose.

DOUGLAS F. STORER
Director of Radio
The Blackman Co., Advertising
New York City

BROADCAST advertising was one of the last of the advertising media to suffer from the depression, and it has been one of the first to recover under the New Deal regime. With business conditions as they are, broadcast advertising as a national medium has one very important thing to offer—namely, within a few hours after the advertiser makes up his mind, his advertising message may be spread from coast to coast. This is one of the reasons why good evening time on any one of the networks is so difficult to buy at the present time. I believe that radio business should enjoy a steady, healthy increase because broadcast advertising is being accepted as a basic advertising medium, and as such, it is being more intelligently used than ever before. Intelligent use of broadcast advertising means more broadcast advertising. Barring any unforeseen upsets in general business conditions, it looks to me as though 1934 is going to be the biggest year in the history of radio.

JOSEPH Y. SMITH
Tastyeast, Inc.
Trenton, N. J.

RADIO broadcasting, undoubtedly, will continue in its upward climb to popularity during the year 1934 with the increased national prosperity. We believe, however, that much can be gained by the broadcasting companies, sponsors, and the public if many of the minor radio stations could be eliminated and the entire country organized under three or four more powerful stations with transmitters for each located at strategic geographical points. Thus much waste would be eliminated, time rates would be reduced, with increasing profits to sponsors and broadcasting companies. With increased profits the type of programs could be improved so that homes now without radios would find it difficult to get along without them. This increased interest would go on until a home could not do without a radio, and broadcasting would become a hard competitor to beat in the entertainment field but a very pleasant one to compete with.

ARNO B. REINCKE
President
Reincke-Ellis-Younggreen & Finn
Chicago, Ill.

RADIO broadcasting has sufficiently justified its practical advertising value during the difficult conditions of the last two years to assure its acceptance on a broad scale by advertisers in 1934. Our clients find it particularly effective in enlisting jobber and dealer cooperation and in producing an immediate and tangible sales reaction. With the material improvement which has been made in weaving together the entertainment and sales elements of programs, I have no doubt but that 1934 will prove a great year for radio advertising.

EUGENE O. SYKES
Chairman
Federal Radio Commission

RADIO broadcasting is a new art and a new business, still less than a decade old in its general use. A few years ago a receiving set in the home was considered a luxury, now it has become a necessity. The development of programs and their diversification has gone hand in hand with this growth. Every year more homes acquire receiving sets. It has become a part of our daily life to listen in at times practically every day. Advertisers are rapidly learning the importance of radio broadcasting as an additional and supplemental medium of reaching the people. With this growth and development added to the generally improved business conditions over the country, I think we may look forward to a busy and prosperous year in radio broadcasting.

BEN SELVIN
Musical Director, Recording Studios
Columbia Phonograph Co.
New York City

THE 1934 radio waves are going to carry the heaviest commercial cargo of any year since the start of broadcasting, if the outlook in the electrical transcription field is any indication. More and more advertisers are turning to recorded radio programs to carry their messages, both as a primary air medium and as a supplement to network broadcasts. There are several reasons for this. The quality of recorded programs has been greatly improved during the past year through the use of new dynamic type microphones and new methods in making records especially designed for broadcasting. A full life-like tone has been achieved by recording engineers.

Also, indications are that forthcoming legislation will result in elimination of the phrase "by electrical transcription." With the crowded schedule of the major networks, electrically transcribed programs also offer the broadcaster greater flexibility in getting desired time on stations. This medium further provides flexibility in that the programs can be recorded at the convenience of artists. In short, I feel that 1934 will be a *record* radio year.

J. EDWARD SCHIPPER
Hudson Motor Car Co.
Detroit, Mich.

BROADCASTING has so definitely established itself as a valuable part of an advertising campaign that it will be almost automatically considered as part of the program of a big percentage of larger advertisers in 1934. More clearly established sponsorship of programs and a better way of handling commercials generally should be developed.

CHARLES DALLAS REACH
Pres., Chas. Dallas Reach, Inc.
Newark, N. J.

DAYTIME and sectional broadcasting will reach new peaks of effectiveness in 1934 and will open the doors of expansion to numerous smaller advertisers who have been justly skeptical about putting their advertising money into a Broadway show. These advertisers are well aware that all that glitters is not gold, and they are perfectly willing to leave the night-time ether waves to the present handful of industrial Ziegfelds. The broadcasting industry knows that it is not necessarily the size of the audience that counts. Daytime audiences are more loyal, less blase, and quicker to respond to a commercial appeal. Techniques that will make broadcasting "pay out" for advertisers with a more modest radio budget will, in my mind, be the development of the coming year.

SHELLEY E. TRACY
Pres., Tracy-Locke-Dawson, Inc.
Dallas-New York

THERE is an increased interest on the part of the advertisers with whom we are in contact, not only in broadcasting, but in the effort that is being made to improve the individual program and to make broadcasting as a whole a more effective advertising tool with the consuming public. Unquestionably, 1934 will be a good year in the business of broadcasting. With the increased volume of business, it is our sincere hope that the media may be more generally used by advertisers in a manner that will result in maintaining the confidence of the public and the interest of the public.

H. S. THOMPSON
Dr. Miles Laboratories, Inc.
Elkhart, Ind.

FROM our recent experiences in broadcasting, 1934 should be a banner year for business in this field. The radio program that clicks brings tangible sales, and many having deserted from the army of old General Publicity, 1934 advertising appropriations will go to mediums that bring traceable results. Two factors work against the success of radio or any other form of advertising in the proprietary medicine field—uncertainty as to action on the Tugwell bill, and failure of the retail drug code to fix a price on advertised merchandise that will allow the retailer to break even.

H. B. THOMAS
The Centaur Co., New York City

It seems to me that broadcasting for 1934 as viewed from the drug field should show an increase. Of course, there is the unknown quantity of the proposed Tugwell bill but barring unfavorable legislation, 1934 should be a good year. There appears to be a latent demand for higher quality programs and I think there will be more of them next year—not to the elimination of jazz and comedy by any means—but a greater percentage of more artistic entertainment. The big opportunity for 1934, in my opinion, is in the field of commercial announcements. More cleverness—more showmanship—more intriguing selling and not so much of the strong arm method.

LOUIS A. WITTEN
Director of Radio Broadcasting
Hanff-Metzger, Inc., New York

RADIO advertising has proved itself a necessary primary effort. The intensive publicity of the magnitudinous Radio City has undoubtedly stimulated conscious interest in radio. The industry needed something of this sort at this time. I expect to see 1934 bring a third network that will be successful. Properly financed and managed, its success is practically assured because I believe 1934 will see even greater demands on the networks for time.

LAWRENCE VALENSTEIN
Pres., Grey Advertising Service
New York City

At the time the era of "a chicken in every pot" and "two cars in every garage" came to an abrupt end, radio, as an advertising medium, was still comparatively new. It had yet to go through a trial of fire and water—such a trial as only a severe depression can give. Radio has come through this severe test with flying colors. It would seem as though any thinking person who entertained any doubts concerning the efficacy of this medium must by now be convinced that it warrants consideration in all consumer advertising plans. Insofar as The Grey Advertising Service, Inc., is concerned, I am pleased to report that our clients made more extensive use of radio advertising in 1933 than in any other previous year of our history—and we were organized long before radio advertising came into existence. At the present time we are placing three radio programs, each of a half hour duration, and each including outstanding talent. These programs have all done so splendidly that there's every indication that in 1934 all three will be increased in scope.

S. E. VAN WIE
Advertising Manager, R. B. Davis Co., Hoboken, N. J.

It is my opinion that the value of radio is more thoroughly appreciated as a medium of advertising at this particular time than ever before. There is no reason to doubt but that 1934 will be a very successful year for broadcasting. Those advertisers who understand radio and give proper consideration to the radio audience will continue to secure satisfactory results from radio advertising. Those however who abuse the privilege of radio advertising will undoubtedly continue to discover that the improper use of radio doesn't pay. Tolerance and the ethics we like to believe govern our civilization are probably more important in radio advertising than in any other type of advertising.

XUM

News Plan To End Radio-Press War

Ten-Point Program Awaits Adoption by A. P. Directors; Twice Daily Bulletin Service is Key to Accord

By MARTIN CODEL

MEETING for the first time in a spirit of friendly cooperation and mutual recognition of one another's rightful place in the economic sphere, representatives of radio and the press have formulated a 10-point program designed to end the so-called radio-press "war" and to fix a *modus operandi* whereby the press associations, the newspapers and the broadcasters can function harmoniously without usurping one another's fields.

While the plan bears the endorsement of the network and newspaper representatives who attended the meetings at the Hotel Biltmore, New York, Dec. 11-13, its acceptance by independent broadcasters and newspapers owning radio stations, so far as it may affect them individually, remained in doubt as this was being written. President Alfred J. McCosker of the NAB, president of WOR, Newark, who attended only the first meeting, made the following statement:

NAB Has Not Acted

"REPLYING to your inquiry regarding my attitude on the newly drawn agreement between the A. N. P. A. and the radio interests, the fact is that WOR has the agreement under advisement. My capacity as president of the NAB does not, in my opinion, empower me to make any decision which seeks to control the operation of any radio station owned by a member of the NAB." This is construed to mean that the NAB membership, either collectively or through its board, remains to be consulted and to act on the agreement.

Inquiries and expressions of dissent have been received in considerable number by Philip G. Loucks, NAB managing director, from various independent stations.

So far as the newspaper interests represented at the meeting are concerned, formal ratification of the plan awaits a meeting of the directors of the Associated Press, a mutual organization, to be held in New York Jan. 9. From the newspapers' point of view, and from that of the networks, the plan is regarded as embracing concessions hitherto believed impossible of attainment in view of the bitterness that has prevailed.

News Bulletin Service

UNDER the plan (whose details are published on this page) the press associations depart from their policy of refusing to supply news to networks and stations in favor of a system under which they will furnish material for two 5-minute broadcasts a day and protect radio with bulletin flashes on news of "transcendent importance" written and broadcast "in such a manner as to stimulate public interest in the reading of newspapers."

This last phrase is possibly the most significant in its policy implications of all the wording of the plan, for it definitely puts the press on record as recognizing what many of its individual editors and publishers have hitherto refused to recognize—namely, that radio can and should be used cooperatively by the press to stimulate reader interest. It implies, furthermore, that such cooperation is desirable rather than a continued fight that can benefit no one.

More than that, the plan also implies recognition by the press that sponsored entertainment must continue to be the basis of the support of American radio and that radio and the press must regard one another respectfully as advertising media. At any rate, the unwritten agreement is that the representative elements of the press and the radio will cease their unnecessary and futile baiting of one another.

In return for the news service, radio agrees to broadcast the morning 5-minute news reports after 9:30 a. m., local station time, and the evening reports after 9 p. m., local station time; not to sell these news broadcasts to sponsors; to keep out of the news-gathering field, and to restrict its commentators to editorial comment and background generalizations on news situations.

The Associated Press, United Press and International News Service, the three major press associations, agree to furnish an editor, whose salary and expenses

(*Continued on page 30*)

Text of New Plan

For Newspaper-Radio Cooperation

1. That a committee consisting of one representative of the American Newspaper Publishers Association, one representative each from the United Press, the Associated Press and the International News Service, one representative from the National Association of Broadcasters, and one representative each from the National Broadcasting Company and the Columbia Broadcasting System, totalling seven members, with one vote each, should constitute a committee to set up with proper editorial control and supervision an organization designed to furnish to the radio broadcasters limited daily news bulletins for broadcasting purposes. The chairman of the above committee will be the representative of the American Newspaper Publishers Association and a member of the Publishers National Radio Committee. All actions of this committee will be subject to the Publishers National Radio Committee.

2. The Newspaper and Press Association members of this committee are authorized and empowered to select such editor, or editors, as may be necessary to carry out the purposes of this agreement, to wit: (a) To receive from each of the three principal press associations copies of their respective day and night press reports from which shall be selected bulletins of not more than 30 words each sufficient to fill two broadcast periods daily of not more than five minutes each.

3. It is proposed that a broadcast to be based upon bulletins taken from the morning newspaper report will be put on the air by the broadcasters not earlier than 9.30 a. m., local station time, and the broadcast based upon the day newspaper report will not be put on the air by the broadcasters prior to 9:00 p. m., local station time.

4. It is agreed that these news broadcasts will not be sold for commercial purposes.

5. The Columbia Broadcasting System agrees to withdraw from the news agency field and dissolve its present Columbia News Service corporation. The National Broadcasting Company agrees not to enter the news collection field.

6. All expense incident to the functioning of this committee will be borne by the broadcasters. Independent stations may have access to these broadcast reports upon their request and agreement to pay their proportionate share of the expense involved, as well as to observe the letter and spirit of this plan.

7. Occasional news bulletins of transcendent importance, as a matter of public service, will be furnished to broadcasters, as they may occur at times other than the stated periods above. These bulletins will be written and broadcast in such a manner as to stimulate public interest in the reading of newspapers.

8. The broadcasters agreed to regulate the broadcast by their commentators in such a manner that these periods will be devoted to a generalization and background of general news situations and eliminate the present practice of the recital of spot news.

9. The newspapers and the broadcasters will cooperate to limit the broadcasting of news by newspaper owned stations and independently owned stations on a basis comparable to the schedule set up above for radio chains.

10. The Publishers National Radio Committee will recommend to all newspaper publishers the above plan for their approval and acquiescence and will urge upon the members of the Associated Press and the managements of the International News Service and the United Press the adoption of this plan.

Dean Quits Announcing To Head Program Unit Of Campbell-Ewald Co.

Mr. Dean

LOUIS EDMUND DEAN, for three years a CBS announcer in New York, resigned Dec. 21 to become program manager of the radio department of Campbell-Ewald Co., Detroit. M. A. Hollinshead is radio director for the agency.

Born in Valley Head, Ala., 32 years ago, Dean has been at various times part-owner of stations, program manager, continuity writer, actor, announcer and radio editor, during the ten years he has been in radio. He has announced all the Stoopnagle and Budd programs on CBS. He shared a program with F. Chase Taylor (Stoopnagle) on the same Buffalo station where Budd Hulick was an announcer, and he will have charge of the commercial series to be presented by General Motors with Stoopnagle and Budd appearing for Pontiac, which he has previously announced.

One of Dean's first assignments with CBS was a description of New Year's Eve crowds in Times Square from the marquee of the Paramount Treatre, and the same point was selected for his final CBS appearance Dec. 31, 1933.

KNX Listeners Protest News Broadcast Limit

SEVERAL thousand letters protesting against the agreement reached with respect to broadcasting of news by the networks with the press associations and the Radio Committee of the American Newspaper Publishers Association have been received by the Radio Commission from listeners on the Pacific Coast and in other western stations. An appeal to listeners to protest the agreement was broadcast by KNX, Hollywood, which for several years has featured news flash periods on regular schedule.

The tone of the letters, for the most part, was that the press should not be permitted to "monopolize the news" and that "freedom of the air" should not be abrogated through such an agreement. At the Commission it was said that it would be humanly impossible to answer all the protests.

More News Tieups

TWO CHANGES in Los Angeles newspaper affiliations with radio were reported during Christmas week. The LOS ANGELES TIMES, which once owned KHJ and under the Don Lee ownership carries news broadcasts daily, will continue the arrangement. But, in addition, KHJ has made a five-year contract with KMTR, Hollywood, for promotion purposes. At the outset this will take the form of sports events, news and talks by editorial staff members. At the same time the LOS ANGELES POST-RECORD, successor of the RECORD, announced it had made an arrangement with KECA for daily news commentaries and other close tie-ins in their mutual interests.

Following Through in Radio Advertising

By HARBEN DANIEL
Manager of Merchandising, WSM, Nashville

Some Suggestions on Providing Merchandising Support; Proper Coordination of All Sales Links is Key

JUST AS PROPER coordination of all movements is essential to good golf playing, so an enlistment of all sales agencies in support of an advertising campaign is necessary if maximum results are to be obtained, Mr. Daniel points out in this highly instructive review of the most effective merchandising methods. His suggestions are for the advertiser, the agency and the station, all of which must cooperate in support of the advertising program. Mr. Daniel's ideas are practical as they are the outgrowth of his experience as merchandising manager of WSM.

FORE!—You swing back as if you were going to knock it way over the club house—then swish, you put all you've got into it and it slices right into the creek a hundred yards away. Your partner yells, "You're gaining on it, Joe," and clubs and profanity begin to fly like parts from an old Ford. Why? Simply because you failed to follow through, or perhaps you did not blend the different parts of your swing into one smooth, flowing action. At least, that's what the Joneses, Sarazens and Hagens would tell us and many another good golfer would say that if you are to avoid the slice, the hook, the ditch and all the trouble they will bring, and if you are to get the maximum distance in the right direction from your drive, it is necessary to do more than just hit the ball. Just as important is the properly blended swing, and the follow through.

Applied to Business

THIS, it seems, is a natural analogy that can be applied to advertising. Let us picture the business executive who lays elaborate plans for the promotion of his product through the extensive use of magazines, newspapers and radio and yet who fails to make any provision for the coordination of his advertising efforts, other than arrangement for the newspaper, magazine and radio campaigns to start on about the same date. Then, with the largest advertising appropriation in the history of his business at stake, he gives no thought at all to proper merchandising plans to further the effectiveness of his efforts.

He has failed to blend the various parts of his swing, and he does not follow through. He will hit the ball, it is true, but where it will land, he only hopes, he doesn't know. In all probability it will slice and be lost in the rough, while the competitor behind yells "fore" and comes on through with a birdie. Proper merchandising support, the follow through of advertising, will go far toward preventing such disastrous experiences.

Job for Agency

THE WORK of coordinating the advertising efforts in the various media used, and of tying these together so closely that each will add to the value of the other, is, for the most part, for the agency which can enlist also the cooperation of the media. The job of acquainting its own organization with the advertising plans, of stimulating the sales force and showing it the ways that it may take best advantage of the advertising being provided, can usually be handled best by the advertiser with the help of its agency, and perhaps, some of the media. Because, however, various conditions exist in the different markets, and because of the varying potentialities of the advertising media, merchandising cooperation on the part of the medium becomes extremely valuable.

Mr. Daniel

Merchandising help is of utmost importance because, when intelligently planned and executed, it tends to keep the advertising message alive from the factory, through the sales organization, the wholesaler, the retail outlet on to the consumer. It helps the advertising to penetrate further and more quickly by extending it to every place where it is needed.

Some one has said that radio has plenty of sex appeal because it appeals to both sexes plenty, and this brings us to the point that because of its very personal, human appeal, broadcast advertising lends itself to adroit merchandising more than any other type of advertising. In line with this great possibility to further the effectiveness of their medium, some of the leading radio stations offer a complete merchandising service to their clients, concentrating their efforts where they will be felt most productively. It is our purpose here, to see how this merchandising of radio campaigns works and to point out the principal advantages to be gained from it.

No Standard Routine

THERE is no set routine which should be followed in merchandising an account. Before deciding upon the type of support that is required, we must first consider the nature of the product, its distribution set-up, marketing problems and other salient factors which may occur to have a definite bearing upon the different advertising helps to be used.

A work clothing account may lend itself perfectly to letters to the trade and other forms of promotion worked through the retail outlets, whereas, the campaign of a bank might better be merchandised by engraved announcements to its customers and to the important business houses in its territory. Obviously, there are many tools which can be used. These should be picked expertly, then adjusted and applied to the particular job to be accomplished.

The logical place to begin merchandising the average radio campaign is at home—within the advertiser's own organization. If the company has a house organ, this can be used very effectively to inform all the employes of the advertising campaign about to begin. The word-of-mouth publicity that will result is inestimable.

But the sales organization needs more than just complete information; it needs and should have every available tool that will help it to cash in on the advertising which has been designed to produce sales. Some companies provide their salesmen with portfolios including a complete display of the various types of promotion that will be put behind the product, such as newspaper and magazine proofs, attractive broadcasts built around the radio program and sample display material. These can be employed as powerful sales levers if they are only put in the hands of the salesmen.

Jobbers and Retailers

NEXT, and probably the most important in line, come the jobbers and dealers. To begin a radio campaign without first enlisting the cooperation of these groups would seem about as foolish as going on a honeymoon without the bride. The radio stations, which offer astute merchandising cooperation, have complete lists of all wholesalers and retailers in their market areas, and can compliment these with any special list supplied by the advertiser.

A strong merchandising letter to these lists from the radio station will work wonders in building distribution and in enlisting the strong support of these important groups. This dovetails with the special letters or broadside announcements sent out to the dealers by the factory, and can be supplemented by personal calls and by influence brought to bear through the key contacts which the radio station may have with the important distributors. To further this, the dealers can be encouraged to get out letters to their customers on their own initiative. More than one advertiser is now supplying printed postcards and other direct mail material to the dealers for this purpose.

Under the head of coordinating the media comes newspaper and magazine by-line announcements. These can prove a great help in selling the campaign, and yet take up very little, if any, extra space. Newspaper spotlight ads can also be used to great advantage, particularly at the beginning of the campaign.

News Value of Radio

SINCE its inception and in a rapidly increasing degree throughout its phenomenal growth, radio has enjoyed the advantages of a tremendous news value. And because of its very nature, personalities, news, entertainment, information—the great news of radio has never grown old, and never will.

Publications devoted to radio exclusively are going into millions of American homes every week and newspapers which carry complete radio news find their circulation and reader interest gaining as a result. Even more gratifying is the increased revenue from the joint campaigns and spotlight ads which these publications are able to sell.

Many stations enlisted trained newspaper men in the beginning. Many more have added them to their staffs in recent years to handle news exclusively.

Commensurate with the news

(*Continued on page 31*)

Witmer Optimistic On Radio Business

Upturn in Network Revenues Seen as Healthy Sign

Mr. Witmer

DISCUSSING the recent upturn in network revenues, Roy C. Witmer, eastern sales vice president of NBC, declared Dec. 20 that network broadcasting "again has a healthy color in its cheeks and walks with a firmer tread than anytime since the winter of 1931-1932." The depression "bread and water months" are over, in Mr. Witmer's opinion, and the plus sign was again shown in October after nine months of running behind 1932 dollar earnings.

Optimism Prevails

"THE NEW YEAR 1934," Mr. Witmer stated, "unlike others of recent memory, affords those inclined to prophesy a distinctly hopeful task insofar as broadcast advertising's future prospects are concerned.

"Dollar income, climbing upward with the beginning of the winter boom, rang up a 3 per cent gain over the previous October. November saw this gain quadrupled, or 12 per cent ahead of November, 1932. While it is still too early to release final December figures, the estimated gross for the last month of 1933 should be about $2,200,000.

"This brings the year 1933 to approximately $5,000,000, or 20 per cent, below 1932, and 16 per cent below 1931. It is 5 per cent above 1930. With NBC monthly gross income now well over the two million mark again, the coming months should prove to be a series of heavy plusses over the corresponding months of 1933.

Long-Term Renewals

"RENEWALS of existing contracts have been coming in satisfactorily, and among them are many for long terms carrying us through to the end of 1934.

"A most significant fact may possibly be hidden in the gross revenue total for 1933. That is: daytime revenue amounted to about 23 per cent of all time sales. Since this represents half-rate time, it is clear that daytime broadcasting is occupying an important place on advertisers' schedules, which after all is in line with the recognized importance of the woman's market.

"The upturn in broadcast advertising merely reflects the continued evidence of better times and more healthy trade conditions generally."

Pepsodent's New Series

SPONSORING Eddie Duchin's orchestra direct from the dance floor of New York's fashionable Central Park Casino, the Pepsodent Co., Chicago, on Dec. 28 began using a 17-station NBC-WJZ hookup to introduce its new product, Junis Facial Cream, Thursdays and Saturdays, 7:30-8 p. m. Sponsor, a leading user of radio time, continues presenting also "Amos 'n' Andy" and "The Goldbergs" over big hookups for Pepsodent toothpaste and mouthwash.

Upturn in Transcription Trade is Shown by Fees

AN UPTURN in spot broadcasting via transcriptions is indicated in the estimated license fees being collected from disk producers by the Music Publishers Protective Association, coypright group, which calculates revenues from this source at about $100,000 for this year as against less than $70,000 in 1932.

Among current transcription accounts reported are: Standard Oil Co. of New Jersey (Esso), through McCann-Erickson Co.; Mantle Lamp Co., Chicago, RCA Victor recordings, direct; Boncilla Laboratories, Indianapolis (Boncilla preparations), recordings by Gennett Records, Richmond, Ind.; Raladam Co., Detroit (Marmola), Columbia Phonograph Co. recordings through Ruthrauff & Ryan, Chicago; Forty Fathom Fish Co., Boston, through Street & Finney, New York; Plymouth Motors Co., Detroit, RCA Victor recordings through J. Stirling Getchell, Detroit; Household Finance Corp., Chicago, recordings by Marsh Laboratories, Chicago; Climaline Co., Canton, Ohio (water softener), RCA Victor recordings; Dictograph Products Co., New York (Acoustion heating pads); Lavena Corp., Chicago (bath powder), through Lord & Thomas, Chicago; Nyal Co., Detroit (medicines), RCA Victor recordings through A. T. Sears & Sons, Chicago.

CBS Restores Pay Cut

EMPLOYES of CBS will have the second half of their pay cut of 15 per cent, which was put into effect in May, 1932, reinstated as of Jan. 1, the executive office of the network announced Dec. 20. The first 7½ per cent was reinstated several months ago when the upturn in business, after the spring and summer depression, was evident. Employes required to work Christmas Day were the company's guests at a dinner.

WAVE Joins NBC

WAVE, new station at Louisville, Ky., joined the NBC network Dec. 30 as an outlet for both WEAF and WJZ programs. An hour's welcoming program was broadcast over the WEAF hookup to observe the occasion. Operating on 940 kc. with 1 kw. night power, the station is using the facilities formerly occupied by WFIW, Hopkinsville, Ky. George Norton, Jr., Louisville attorney and former owner of WLAP, Louisville, is owner of the station and Nate Lord, former Louisville editor and advertising agency executive, is manager. Attending the inaugural from Washington were Vice Chairman Thad H. Brown, of the Radio Commission; George B. Porter, Commission acting general counsel; F. M. Russell, NBC vice president, and Paul M. Segal and George S. Smith, attorneys.

35% of Network Time Sold As 1934 Begins; 104¾ Sponsored Hours

THIRTY-FIVE per cent of the total available time on the three major networks (two NBC and one CBS) has been sold as radio enters 1934. Total available hours per week between 9:30 a.m. and 12 midnight number 304½, of which 104¾ have been sold, an analysis shows. The networks have sold 63 per cent of their early evening hours, 44 per cent of the late evening hours, 20 per cent of the morning hours and 22 per cent of the afternoon hours.

For the week of Jan. 1, 1934, between 9:30 a.m. and 1 p.m., CBS has seven hours sold, NBC-WEAF 4 and NBC-WJZ 3¼. Between 1 p.m. and 6 p.m., CBS has 10½ hours sold, NBC-WEAF 8 and NBC-WJZ 5½. Between 6 p.m. and 9 p.m., CBS has 15½ hours sold, NBC-WEAF 12¼ and NBC-WJZ 11¼. Between 9 p.m. and 12 midnight, CBS has 9 hours sold, NBC-WEAF 12¼ and NBC-WJZ 6½.

Thus the two NBC networks have 63 out of 203 hours sold, or 32 per cent, and CBS has 41¾ hours sold out of 101½, or 41 per cent.

Network Revenues Reported for 1933

THE FOLLOWING tables show the gross time-sales of the two major networks during 1933, as thus far reported and estimated. It will be noted that the total for NBC embraces December estimates by Roy C. Witmer, eastern sales vice president, while CBS reports no December total as yet:

	NBC NETWORKS		CBS NETWORK	
	1933	1932	1933	1932
January	$1,869,885	$2,635,447	$941,465	$1,348,842
February	1,742,784	2,571,609	884,977	1,319,414
March	1,997,463	2,864,783	1,016,102	1,436,050
April	1,690,177	2,649,892	775,487	1,354,592
May	1,662,887	2,305,448	624,256	1,326,994
June	1,512,139	2,081,466	553,056	915,830
July	1,370,993	1,825,433	445,414	591,183
August	1,407,843	1,745,338	499,638	540,342
September	1,555,606	1,807,795	547,203	685,156
October	2,130,046	2,063,273	1,114,107	972,358
November	2,188,342	1,953,953	1,250,746	1,105,895
December	2,200,000*	2,000,454	.....	1,005,229
	$21,293,931*	$26,504,891	$8,652,451†	$12,601,885

*Estimated.
†Total for 11 months only.

November Net Returns Continue Upward Trend; 1933 Still Far Under '32

NOVEMBER gross revenue of the two major network organizations showed another substantial increase, exceeding the 1933 record October revenues by slightly more than $160,000. According to *National Advertising Records*, November gross time sales of NBC and CBS combined amounted to $3,404,854, which compares with $3,059,848 in November, 1932.

The NBC share of the November income was $2,154,108 as compared to $1,953,953 in November, 1932. The CBS share was $1,250,746 as compared to $1,105,895 in November, 1932.

The November figure brought the total for the two network organizations to $27,746,382 for the first 11 months of 1933, as compared to $36,101,093 for the same months of the preceding year.

Automotive and oil accounts showed the biggest increases in all classifications, the oil figure being $2,985,742 for the first 11 months of 1933 as compared with $1,994,926 for the same months last year. Automotive time sales amounted to $2,029,646 as compared to $1,821,146. Other classes running ahead of last year were building materials, house furniture and furnishings, office equipment, radios and phonographs, schools and camps and travel and hotels.

Still running behind last year were cigarettes and tobaccos, $2,525,637 as against $5,850,673 during the first 11 months of 1932; drugs and toilet goods, $6,934,719 as against $7,876,490; foods and beverages, $8,353,540 as against $10,399,073; soaps and housekeepers' supplies, $829,134 as against $1,041,399; confectionery and soft drinks, $1,086,633 as against $1,448,970; financial and insurance, $919,214 as against $1,153,203.

Autos Lead in Placing Of WBS Transcriptions

THREE big automobile accounts head the list of transcription series being placed currently by World Broadcasting System. Chevrolet Motor Co., Detroit, through Campbell-Ewald Co., Detroit, on Dec. 20 started a series of 30 one-minute transcriptions on 150 stations. Pontiac, through the same agency, on Jan. 2 will start 15 transcribed and dramatized one-minute announcements on 85 stations. Starting Dec. 22 and running through Dec. 31, Dodge Motor Car Co., Detroit, through Ruthrauff & Ryan, New York, placed 20 one-minute transcriptions on 55 stations.

World also produced a series of 78 one-minute transcriptions for the Gillette Safety Razor Co., Boston, placed up to Dec. 31 on 68 stations through Ruthrauff & Ryan, New York, and on Dec. 4 Quaker State Oil Refining Co., Oil City, Pa., began using 61 one-minute weather reports for 10 weeks on 29 stations.

NUMISMATIC Co., Fort Worth, Tex. (coin collecting), has placed a script series on 14 stations, using local talent 15 minutes weekly, through Guenther-Bradford Co., Chicago.

What About Broadcast Sales Talks?

Fault May Be Traced to Announcers or Program Talent Rather Than Advertising, Sponsor Suggests

By PAUL C. SMITH
Advertising Department
Caterpillar Tractor Co.

AN ADVERTISING executive who has found radio an excellent medium for selling an expensive product to a specialized class, viz., caterpillar tractors to farmers, suggests in this article that it may not always be the sales talk that makes a listener twist the dial to another program. Tracing the evolution of radio programs from the phonograph record days, he also points out that it is the advertiser who has made possible the expensive program of today. And he believes that the form of radio advertising has also made its strides during the last decade.

WE HAVE BEEN hearing much about radio advertising. The halls of Congress have resounded with impassioned pleas to curb it. Newspapers and magazines have discussed it. Commissions have investigated it. Listeners and advertisers have debated it. We are told that broadcasting is defeating its own purpose—that the radio audience is sick unto death of advertising—that millions of radios now stand unused and forgotten in the living rooms of the land, all because of sales talk. And yet the sales talk continues. Yes, it increases in volume. If you doubt it, let's think back just a few years to the early days of broadcasting.

In the beginning there were no sponsors, no commercial announcements, no advertising of any kind. Radio was the most fascinating of all the fair-haired children of Twentieth Century inventors. Radio was marvelous, with its waves traveling hundreds of miles, not only through space, but through mountains and man-made walls. Radio was cheap. A crystal set could be built for almost nothing. Upkeep and operating costs were low, and the programs were as free as the air.

Those Early Programs

AND WHAT were those early programs? Music, almost 100 per cent, and most of that music was supplied by phonograph records. There were frequent announcements, giving the call letters of the station, so that distant listeners could thrill to the achievement of tuning in on a program so remote and then be free to twist the triple dials on the old battery set in search of other phonograph records still more distant.

But it wasn't long until broadcasters found that radio stations cost money even if they used phonograph records for talent. The cash register seldom, if ever jingled in those early studios, so the owners went on a still hunt for gate receipts.

It was then that they conceived the idea of sponsors for their programs—a select list of firms who would pay for the privilege of having their names mentioned at the beginning and end of each broadcast. These sponsors were secured and radio advertising put a timid foot forward with the modest statement, "This program comes to you through the courtesy of Blank & Co."

The Fear Lingers On

THIS SIMPLE sentence, or one very similar to it, encompassed the whole field of radio advertising in the early days of broadcasting, and even this slight commercial touch was put into some programs with fear and trembling. Would the listeners rebel? Would advertising kill the radio goose just as it was laying its first golden egg?

Mr. Smith

Listeners did not rebel, but the old fear has persisted. As the scope of radio advertising broadened, as the old taboos were swept aside, there has always been a cry that sales talk would throttle radio. From the bare sponsorship announcement, radio advertising rapidly developed until it mentioned the products of the sponsor, described them, told what they would do, related the experiences of users and finally quoted their price.

This final step was taken last fall by the two principal broadcasting systems, and while it met with the usual scattered protest, this soon subsided and the great majority of listeners now agree that price-quoting, as handled by most broadcasters, is not objectionable and has tended to decrease rather than increase the length of announcements.

Maybe Program's at Fault

SO IT IS evident, from a moment's reflection, that the length and breadth of radio advertising has steadily increased. But there is no evidence that advertising is throttling radio. Sales of receiving sets have mounted rapidly in the face of a curtailed market for most commodities. Each census and survey shows a big increase in radio homes, and the listening hours in the average radio home show a decided upward trend.

Yet it cannot be denied that some programs are not pleasing to some of the audience. When we analyse this displeasure, we find that the commercial credit is not solely to blame. Frequently, it is the type of program, the talent, or the announcer, which cause John J. Listener to turn to another station or flip the switch and go to work on a jig-saw puzzle.

If you have never heard several announcers read the same copy, you cannot fully appreciate the part these gentlemen play in presenting a radio program that will please both listener and advertiser. There can be the difference between daylight and utter darkness in the reading of the same lines.

Perhaps It's the Talent

OR AGAIN, the talent may be wrong. There are few hard and fast rules concerning talent selection, but the appeal of almost every type of talent is known to the management of the station. Advertisers are consulting with station officials on this vital point with increasing frequency, for they have found that the musical tastes of audiences of the same general classification vary widely in different sections of the country. For example, the Swedish folk songs that delight the farmers of Minnesota fall on deaf ears in San Antonio, and the Spanish rhythms that please southern Texas listeners are a total loss in New England.

It is, nevertheless, true that some programs with good script, an excellent announcer and carefully selected talent do not please their audiences, often because of an inexpertness in putting them together. Frequently, there is no tie-in for the song or setting for the announcement. The listener is verbally dragged from the atmosphere of a beautiful song to a potent plea for the sponsor's product.

Fortunately, this type of program is on the decline, and broadcasts are much more carefully prepared than they were a few years ago. The old ABC days of radio advertising are rapidly being outgrown. Sponsors and continuity writers are using much more originality and imagination in preparing their programs. They are searching out the dramatic and the romantic in their products. They are building balanced programs instead of see-saw affairs that alternate songs and mail plugs. They are not only weighing their words, but they are listening to them, because many continuities that look appealing to the eye, conceal many snares for the tongue.

Last, but not least, advertisers are recognizing that radio has its own technique, and that good programs cannot be entrusted to the office boy or the inspiration of the moment. All this has led to a tremendous advance in radio advertising and a proportionate decline in criticism from the radio audience.

As to the Future

SO LET'S think of radio advertising in terms of its advances rather than its shortcomings. Let's remember that ten years ago it was founded on phonograph records. Today, it commands the finest talent of stage, screen and concert hall. Ten years ago, its announcements were as elementary as advertising can be made, but today many of our most capable advertising men, authors and business executives are writing continuities. They are taking their jobs seriously and are bringing all of their imagination and ability to bear on the task. There is no doubt that much has been accomplished. There are advances still to be made, but we cannot doubt they will be forthcoming when we consider the tremendous strides that radio advertising has made in the past. No one has a greater interest in the appeal of radio advertising than the advertiser himself, and no one has a keener realization that radio excellence is not measured by mere numbers of words, but by the ability, originality and sincerity of the people who create and produce the programs.

Easter Week Account

FRED FEAR & CO., Brooklyn, N. Y., has placed its 1934 spot advertising campaign for Chick Chick and Magic Wand Easter Egg Dyes through Menken Advertising, Inc., on 33 stations. Following stations will carry announcements six to eight times during the week preceding Easter (actually beginning March 22): WOW, KMBC, KLZ, KDYL, KOIN, WREC, WGR, WAVE, KTAR, WKBF, KHQ, KOMO, KTRH, KTSA, WOC-WHO, WJAX, WIS, WNAC, WDSU, KRLD, WJSV. Following 12 stations will carry three 15-minute children's programs during the same period: WMCA, WBBM, WCAU, WJR, WCAE, WGAR, KWK, KFWB, KTO, WCKY, KSTP, WKY.

KONDON MFG. CO., Minneapolis (Kondon's Catarrh Jelly), is using announcements on a limited number of stations, placed through Erwin, Wasey & Co., Minneapolis branch.

XUM

Code of Agencies To be Heard Soon

January Hearing is Likely; New Group Organizes

HEARING on the proposed code of fair competition for the advertising agency industry probably will be held sometime in January, according to NRA headquarters. J. W. Power, assistant to Assistant Administrator A. D. Whiteside, is expected to preside.

The hearing, several times postponed, is expected to develop considerable discussion concerning agency commissions, standardization of agency practices and similar practices. The proposed code was submitted by the American Association of Advertising Agencies, but it is learned that numerous advertisers, including the Association of National Advertisers, have asked to be heard in connection with certain of the suggested provisions. Similarly, numerous agencies outside the AAAA fold, have asked to be heard.

Outsiders Organize

IN CONNECTION with the latter, announcement has been made that the newly formed Institute of Advertising Agencies of America has appointed Donald I. MacDonald, former agency executive and during the last year business manager of WLS, Chicago, as its executive secretary. The Institute was formed early in October when objections were raised by the smaller agencies against the "alleged domination of the suggested advertising agency code by the American Association of Advertising Agencies." Since that time, it was stated, amicable adjustments have been made with regard to many of the administrative features of the proposed code.

While the code was declared to be the foremost problem before the Institute, Mr. MacDonald said it has a program which will embrace service to agencies from coast to coast. Although formed by smaller agencies, he said it should not be understood to be exclusively representative of small agencies.

Officers in Charge

OFFICES of the Institute have been established in Chicago at 10 South LaSalle Street. Mr. MacDonald was formerly in charge of agency relations for the Curtis Publishing Co., in Chicago and the west. At one time he was with the former Grieg & Ward agency of Chicago.

The proposed agency code was submitted to NRA in August by the AAAA (See BROADCASTING, Sept. 1). It carried provisions against any increase in the present basic agency commission, and proposed banning of rebates, unearned cash discounts, and other practices regarded as unfair.

ADVERTISING for business by dentists or physicians would be made a misdemeanor under a bill introduced in the Washington state legislature by Rep. Cochrane. Referred to the Committee on Medicine and Dentistry for report, the bill applies to advertising by radio, in newspapers, over loudspeakers or on billboards.

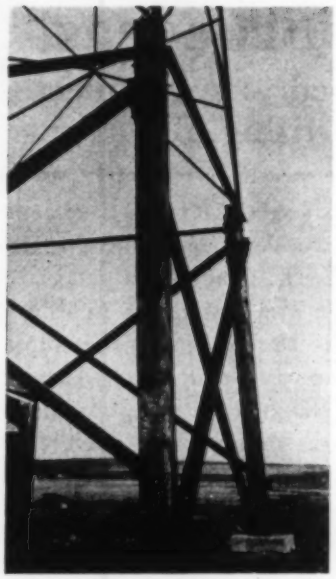
McCann-Erickson Places Esso Spots on 25 Stations

STANDARD OIL CO. of New Jersey (Esso gasoline), launches a 25-station spot broadcasting campaign Jan. 3, presenting "Babe Ruth's Boys' Club" three times a week for 15 minutes on transcriptions made by RCA-Victor. Program will be heard Monday, Wednesday and Friday on all stations booked, in almost every case between 5 and 6 p.m., local time. Members of the club will be eligible for awards of 200 autographed baseball bats and 100 fielder's mitts weekly. At the end of 10 weeks a contest will be concluded for selection of 50 boys to go to Ruth's training camp as his guests. A weekly newspaper is being distributed through Esso stations for members of the club.

McCann-Erickson, Inc., New York, placed the account with the following stations: WCAO, WEEI, WBEN, WBT, WIS, WTIC, KLRA, WMC, WSM, WOR, WSMB, WTAR, WCAU, KDKA, WCSH, WJAR, WPTF, WRVA, WHAM, WGY, KTBS, WSYR, WRC, WWVA, WTAG.

New Series for Cystex

DILLON AND KIRK, Kansas City agency, representing the Knox Co. in the same city, has placed an order for new series of 13 episodes of the "Cystex Newspaper Adventures" with the Chicago office of Radio Transcription Company of America. Technical work will be done in the Hollywood sound studios of Freeman Lang.



Wood Base for Big Tower

A VERTICAL antenna, built of steel but set on a wood base, is being employed effectively by KDFN, 500-watter at Casper, Wyo. A 15-fold increase in signal strength is reported since installation of the antenna. The wooden base was made by constructing a timber framework which raised the base of the steel tower about 20 feet from the ground. Large bolts and U-shaped channels were used to secure the steel and wood. The structure, 200 feet high, is calculated to withstand a 100-mile wind.

INTELLIGENCE TEST VIA RADIO

Station Listeners Score Higher Than College Freshmen; Novel Test Attracts Variety of Persons

WHAT IS BELIEVED to be the first scientific test of radio listener intelligence has just been completed over WOR, Newark, by Dr. Arthur Frank Payne, consulting psychologist. The test, begun Nov. 8, was a part of the psychological examination prepared by Dr. W. Thurstone, of the University of Chicago, for the American Council on Education, Washington. The part used was the Sentence Completion Test, because it is well known that familiarity with words is probably the best indicator of intelligence.

The test and an accompanying questionnaire were sent to all who wrote to Dr. Payne. The information was tabulated by a staff of psychological statisticians from 1,000 reports, 76 per cent of which were women, and 24 per cent men.

The average score is considerably higher than that of a test conducted among 33,158 college freshmen in 129 colleges throughout the United States. Forty-five per cent of the WOR listeners to the test had had at least one year at college; 15 per cent were college graduates, and 42 per cent averaged three years in high school. The average score of the listeners was 25.66 points, more than 11 points higher than the results of the test among the college freshmen.

Among the occupations listed were housewives, 51 per cent; office clerks, 8 per cent; unemployed, 6 per cent; students, 6 per cent; nurses, 3 per cent; teachers, 3 per cent; salesmen, 3 per cent; engineers, 13 per cent; accountants, 1 per cent, and miscellaneous, 11 per cent.

The age of the listeners ranged from 12 to 76 years and averaged 35 years. Residences were 40 per cent in New York City; 26 per cent in New Jersey, 18 per cent in New York state and 6 per cent in Pennsylvania and Connecticut. Other reports came from six other states.

Forty-five per cent of those in the test stated they had never written to a radio station before. Seventy-one per cent were married.

Novel Fashion Hookup

CURRENT fashions in various climes were introduced to the audience of WOR, Newark, in a special 3-point hookup on the afternoon of Dec. 27 sponsored by L. Bamberger & Co., Newark department store. The first pickup was from Miami, the second from the Chateau Frontenac in Quebec and the third from aboard the S. S. Monarch of Bermuda while it was in the West Indies. Fashion observers at each point broadcast descriptions and impressions, which were relayed by wire and radiophone to WOR.

Copeland Confers On Tugwell Bill

Early Senate Action Looms On Revised Measure

EARLY action by the Senate on the Tugwell-Copeland bill to regulate the manufacture, sale and advertising of foods, drugs and cosmetics will be sought by Senator Copeland, (D.) of New York, chairman of the subcommittee in charge of the legislation.

In New York over the Christmas holidays, Senator Copeland devoted most of his time to revision of the measure as proposed by the Department of Agriculture, with the objective of effecting a compromise between proponents and opponents who expressed divergent views at hearings before the subcommittee in Washington Dec. 7 and 8. That the measure will be sharply revised and that provisions proposing unprecedented regulation of advertising will be altered or perhaps eliminated was admitted frankly by Senator Copeland and other committee members.

Senator Copeland plans to return to Washington Jan. 1 and promptly call a meeting of his subcommittee, comprising Senators McNary, (R.) Oregon, and Caraway, (D.) Arkansas, in addition to himself. The revamped measure afterwards will be submitted to the full Senate Commerce Committee with a request that it be reported out as expeditiously as possible, so that it may become one of the first bills to be considered by Congress, which convenes Jan. 3.

Senator Copeland, who left Washington Dec. 18, conferred with more than a score of manufacturers and others who vigorously opposed the bill, as well as with representatives of organizations which endorsed it, while in New York.

Pittsburgh Station Plans Hookup to Washington

A UNIQUE public service series of sustaining broadcasts will be started by WJAS, Pittsburgh, on Jan. 7 when Congressman Henry Ellenbogan, begins broadcasting, direct from his office in Washington, on "What Happened in Congress this Week." He will speak through a specially devised microphone that can be attached to his telephone, and his talks will be carried by wire to Pittsburgh and there carried exclusively on WJAS. His talks will be heard every Sunday afternoon from 5:45-6 p. m. and, according to H. J. Brennen, operator of WJAS, the station will bear all expenses of the special hookups throughout the session of Congress.

Congress on the Air

BOTH CBS and the NBC-WJZ networks will broadcast the opening session of Congress Jan. 3, beginning at noon, directly from the floor. The microphones will pick up Speaker Rainey's opening speech and President Roosevelt's message, to be read by South Trimble, Clerk of the House. Senate opening ceremonies will be described by announcers.

Literary Digest Readers' Likes On Radio Far Exceed Dislikes

Many Popular Personalities Get Unfavorable Vote; Rudy Vallee and Amos 'n' Andy Retain Leads

AMONG readers of the LITERARY DIGEST likes about radio exceed dislikes by 42,000, the weekly news commentator reveals in its first reports on answers to a questionnaire submitted to its subscribers. The reports are carried in the Dec. 16 and 23 issues.

Answering the two questions, "What do you like on the air?" and "What do you dislike on the air?" subscribers submitted more than 200,000 comments on radio topics, programs and personalities. Likes numbered 124,065 or 42,000 more than dislikes, which totaled 81,271.

Idols Are Disliked

MANY TYPES of programs and many radio personalities, generally considered popular among listeners, received more unfavorable than favorable ballots. Jazz and crooners lead the list of dislikes, and sob songs, blues singers, torch singers, and sopranos were on the negative side.

Likewise, such personalities as Jimmy Durante, Walter Winchell, Kate Smith, Al Jolson, Bert Lahr, Cab Calloway, the Boswell Sisters, Ruth Etting, Graham MacNamee, Little Orphan Annie, Baby Rose Marie and Skippy received more negative than affirmative votes.

While the vote against crooners and gag comedians in general was adverse, several veteran radio performers won favorable majorities. Rudy Vallee had 13,360 affirmative to 756 negative votes, and Amos 'n' Andy polled 2,476 ayes to 1,144 boos. Jack Pearl also received a favorable majority.

The DIGEST explains, however, that "it is axiomatic that the 'kicker' is always more articulate than the satisfied person" and emphasized that "these ballots were received from DIGEST readers, and the test was not a poll of the general public."

Views on Advertising

VARYING opinions were also expressed on the commercial phase of broadcasting. The DIGEST quoted U. S. Commissioner J. Stanley Hurd, of Detroit, as striking a "common note" when he exclaimed that "advertisers do not seem to realize that the character of the programs they sponsor, coupled with the length and blatancy of their announcements, is defeating the very purpose of putting the programs on the air."

What the weekly magazine terms "the minority view" is attributed to Dr. Fred H. Mecom, of Clark's, La., who said that "the advertisers and stations are giving us so many splendid programs" and "through their generosity at great cost the talent of the country is brought into our homes for our entertainment and pleasure."

Among other dislikes expressed by DIGEST readers, but not contained in the table, were the following:

Broadway and Hollywood news and chatter, canceling programs for political talks, chummy comments by announcers and performers, contests, electrical transcriptions, finance-company money and loan talks, fortune telling, interruption of a program for other than station identification, liquor, beer and cigarette advertising, marathon dances, using a musical background for advertising or announcing, patent-medicine advertisements, parades, reading letters and telegrams from listeners, "Send in your name and get a free sample," trash, profanity, vulgarity.

First Liquor Account

THE FIRST liquor distiller to go on the air in Boston is Ben-Burk, Inc., Boston (Old Mr. Boston gin), sponsoring a nightly weather report on WNAC. The advertising copy of each broadcast features the favorite cocktail recipe of one of Boston's prominent bartenders, with a different bar named each night. The contract is for one year, and was placed through Badger & Browning, Boston.

SPECIAL temporary authority to operate until 8 p. m. PST (12 m. EST) was granted WPTF, Raleigh, N. C., by the Radio Commission Dec. 22 for two weeks from Dec. 24. The Raleigh station is licensed regularly for operation until sunset at San Francisco on the 680 kc. clear channel assigned to KPO.

Hearst Organs "Offer" Free Advertising Blurbs

ECLIPSING even the free-time traps of certain motion picture producers is an "offer" now being made by the International Magazine Co., Inc., a Hearst subsidiary, publishers of COSMOPOLITAN and GOOD HOUSEKEEPING, seeking free advertising of those publications.

In a circular letter to stations dated Dec. 20, the publishing house proposed to stations that they broadcast advertising blurbs of stories appearing in the two publications as "valued information to radio listeners who are interested in the stories and views of the famous authors who contribute." The blurbs are called program "fillers." Each item carries a line that the particular story appears in the January issue of one or the other magazines.

Radio Likes, Dislikes and Favorites

(As Shown in Literary Digest Polls)

Major Likes in the Radio Test

	Dislike	Like
Music		
Symphony orchestras	320	5,458
Bands	122	4,522
Operas	286	3,490
Light opera, operettas	22	1,190
Classical music	182	2,606
Organ music	224	2,492
Dance orchestras	200	1,996
Dance music, if good without any singers		718
Old-time songs and music	72	1,150
Instrumental and orchestra music	128	1,722
Vocalists, vocal music	548	1.294
Male quartets and quartets	166	1,704
Violin solos	56	908
Concert music	30	692
Choral music and choruses	59	882
Pianists and piano music	134	772
Chamber music	16	588
String quartets and trios	20	532
Minstrel shows	138	430
Folk songs and music	40	272
Talking		
News commentators, current events	74	4,862
Educational features, talks, etc.	92	2,768
Speeches	366	2,726
Football news and sports generally	446	1,378
Travel talks	6	780
Scientific talks	18	302
Poetry reading	106	282
Debates	22	172
Drama		
Plays and playlets	360	1,114
Historical sketches, talks, plays	28	774
Short sketches and skits	332	722
Religion		
Church services	362	1,308
Sermons	224	674
Hymn singing	26	658

Major Dislikes in Literary Digest Radio Poll

	Dislike	Like
Music		
Jazz ✓	10,876	518
Jazz orchestra singers	726	78
Crooners	9,636	64
Sob songs	2,442	58
Blues singing and singers	1,352	38
Torch singers	892	8
Sopranos	748	68
Hill billies, mountain music	684	232
Dance music if bad	396	
Harmony sisters, sister singing acts	314	68
Bad music	382	
Saxophones	252	12
Nasty or vulgar songs	192	
Advertising		
Excessive, too long, cheap, superfluous	7,974	
Sponsors' claims that are false, absurd, etc.	750	
Too insistent and emphatic	232	
Sunday advertising and jazz	84	
Advertising, if short		372
Announcers		
Trashy, coy, cute, patronizing, wise-cracking	488	
Too emphatic	264	
Female announcers	126	
Using incorrect pronunciation	110	
Comedy		
Comedians who are not funny, cheap humor, stale jokes, wise-crackers, smart-aleck comedians who laugh at own jokes, poor humorous skits	5,010	
Imitators, impersonations, Negro and others	658	128
Talking		
Political speeches and propaganda	1,002	838
Dialogs	530	110
Women speakers	416	54
Beauty talks	258	14
Cooking talks	176	54
Bridge talks	22	2
Rapid-fire talkers	162	
NRA propaganda	156	26
Stories		
Mystery stories	488	336
Continued stories	256	90
Spy, ghost, murder, gangster stories, thrillers bad for children	140	26
Children		
Children's hours	640	426
Children trying to sing jazz, sex songs	290	52

Favorites in the Radio Test

	Dislike	Like
Walter Damrosch, Music Appreciation Hour	14	1,370
Jessica Dragonette	34	916
John McCormack	10	498
Lawrence Tibbett		446
Goldman Band		248
Albert Spaulding	16	278
Ben Bernie	300	474
Wayne King	54	684
Guy Lombardo	24	490
B. A. Rolfe	90	244
Rubinoff	26	326
Rudy Vallee	756	1,330
Paul Whiteman	112	506
New York Philharmonic orchestra	16	1,038
Philadelphia orchestra	4	650
Amos 'n' Andy	1,144	2,476
Baron Munchausen (Jack Pearl)	382	1,324
Burns and Allen	130	536
Eddie Cantor	460	992
Irvin S. Cobb	32	388
Will Rogers	58	1,386
Ed Wynn	794	1,114
Radio Guild Plays	8	406
Boake Carter	74	750
Floyd Gibbons	146	172
William Hard		150
Edwin C. Hill	24	1,630
John B. Kennedy	6	170
David Lawrence		150
Alexander Woollcott	12	250
Lowell Thomas	42	2,168
March of Time	12	906
Dr. S. Parkes Cadman	10	178
Father Coughlin	116	374
Harry Emerson Fosdick	6	524
Billy Bachelor	46	164
President Roosevelt	26	956
Major Bowes' Capitol program	18	316
Seth Parker	78	1,234
Roxy and His Gang	34	976

XUM

Code Authority Submits Rules For Broadcasters to the NRA

Harry Shaw Made One of Government Members; Rate Card Instructions Sent to Stations

Mr. Shaw

PENDING approval by NRA as required by law, rules and regulations governing enforcement of the code of fair competition for the broadcasting industry, together with interpretations of several controverted provisions of the document, are being held in abeyance by the Code Authority.

Harry Shaw, operator of WMT, Waterloo, Ia., state NRA official and former NAB president, has been designated one of the three government members of the Code Authority and will attend the next meeting, late in January. William Farnsworth, legal assistant to Deputy Administrator Sol A. Rosenblatt, of NRA, has been named an advisor to the Code Authority but is not a member. It is expected that he, along with Chairman Sykes of the Radio Commission, will be appointed as additional government members and complete the personnel of the 12-man board.

Officers Are Elected

AT ITS organization meeting Dec. 11, 12 and 13, the Code Authority elected John Shepard III, Boston, Yankee network, as chairman, and John Elmer, WCBM, Baltimore, vice chairman. James W. Baldwin was elected executive officer. The board also adopted rules and regulations and a plan for financing its operations under which all stations would be called upon to share the expense. Announcement of actions on numerous other matters cannot be made until NRA approval is accorded them.

In a letter to all stations dated Dec. 21, sent by Mr. Baldwin at the direction of the Code Authority, instructions as to code provisions regarding rate cards were set forth. Each station and network was instructed to publish schedules of all rates regularly and currently charged advertisers for broadcasting time, together with rebates, discounts, refunds and commissions to be allowed users of time or their recognized agents. This does not include rates charged networks by individual stations, it was explained.

Wherever separate rate cards are printed for local and national rates, or retail and general rates, each card shall contain a reference to the other, the letter specified. Stations were requested to send three copies of all such rate cards to the Code Authority by Jan. 10.

Many inquiries have been received by the Code Authority from stations about a compliance form which can be signed by stations to show that they adhere to the provisions of the code. Mr. Baldwin explained that the form has not yet been approved by NRA but will be sent to all stations as soon as approval is obtained.

Pursuant to the provisions in the code that the Code Authority investigate and report to NRA as to whether the labor and wage provisions establishing a 48-hour week for broadcast technicians cause undue hardship, Mr. Baldwin sent questionnaires to all stations on Dec. 19. The Code Authority must report to NRA on this question within 90 days or by March 11.

The questionnaire asked the status of technical personnel of stations of July 1 and of Dec. 16, 1933, together with average number of hours worked during particular months in 1933 and weekly wages paid for various classes of operators. The questionnaire specifically stated that by direction of NRA the replies to all questions will be held strictly confidential by the executive officer, as to individual operation, and will be used exclusively for statistical information.

Until controverted provisions of the code are clarified, stations have been advised by the Code Authority to adhere closely to the code, since violations are punishable under the penalty provisions of the National Industrial Recovery Act.

Opening of WNEW Scheduled Jan. 15

Studios of WAAM and WODA And ABS Will be Used

OPERATION of WNEW, Newark, as a new station for the New York metropolitan area, by Jan. 15 was announced as the objective of the owners of the newly-formed unit by Milton H. Biow, president and head of the New York advertising agency bearing his name at a dinner for the press given at the Hotel Waldorf-Astoria, New York, Dec. 28.

The station was formed by the amalgamation of WAAM, Newark, and WODA, Paterson, and will utilize studios of both these stations. In addition, the Amalgamated Broadcasting System studios at 501 Madison Ave., New York, have been acquired, together with the equipment, and will be used for origination of some programs.

Incorporation papers had not been filed at the time of writing, but it was announced that Mr. Biow will be president of the organization and Richard E. O'Dea, former owner of WODA, vice president.

The studio equipment was bought for $9,800 by Biow Dec. 18 at a referee's sale of the assets of ABS. The transmitter is being erected at Carlstadt, N. J., using a 429-foot half-wave tower built by Blaw-Knox Company, New York, and equipment bought from CBS, originally used at WABC, Cross Bay, L. I.

WNEW will operate on six-sevenths time, using 2½ kw. days and 1 kw. nights.

Donald Clark, formerly continuity editor of CBS, and more recently with WINS, New York, has left the latter station to take up the duties of program manager for WNEW.

Starbuck's Job Sought By Eddie Dowling, et al, As End of Term Nears

SEVERAL candidates are reported seeking the post of Radio Commissioner representing the first zone as expiration of the term of Commissioner William D. L. Starbuck occurs on Feb. 23.

Among those aspiring to the post is Eddie Dowling, actor and master of ceremonies, who was director of the stage and screen division of the Democratic Campaign Committee in 1932. His candidacy has been rumored in radio circles since the Presidential election in 1932.

Mr. Starbuck has been first zone Commissioner since May, 1929, when he was appointed by President Hoover to succeed O. H. Caldwell, who had resigned. Last March, when President Roosevelt assumed office, it was reported that Mr. Starbuck might retire from the Commission, despite the fact that he is a Democrat.

Also mentioned as candidates with considerable support are James L. Lamb, of Hartford, technical editor of QST, official publication of the American Radio Relay League, and James Killean, of New York, said to be prominently identified with Tammany. Mr. Starbuck, a resident of Connecticut, is a candidate for reappointment.

Reports were current that Herbert L. Pettey, Commission secretary, had been consulted regarding the commissionership. Mr. Pettey, however, was non-committal. He was in charge of radio during the presidential campaign for the Democratic committee and now is radio liaison officer for the administration.

Offers of Commissions Continue Despite NRA

DESPITE the specific provision in the NRA code for the broadcasting industry banning commission or "per inquiry" accounts as unfair trade practice, stations still are receiving proffers of such accounts from certain manufacturers. Acceptance of any business at less than card rates, unless specifically allowed under code provisions, will be in violation of the code and will place stations in a vulnerable position under the code penalty provisions.

Even more vicious than the commission proposals is the offer of the Monticello Drug Co., Jacksonville, Fla., to "loan" stations six transcriptions advertising one of its products, with no arrangement either for payment or card rate or commission. Listeners, the drug company states, will "enjoy these broadcasts." The transcriptions are four years old.

Big Cases Dismissed

DISMISSAL of the applications of WTMJ, Milwaukee, and WHA, Madison, for the facilities of WMAQ, Chicago, previously designated for hearing Jan. 8, was announced by the Radio Commission Dec. 22. Previously, WIBA, Madison, had withdrawn its application for half-time on the clear channel occupied by WGN, Chicago, which also had been set for hearing.

Dill Renews Attack On Commissioners, Threatens Shakeup

Sees Little Hope for Passage Of Roper Merger Plan

STINGING criticism of the Radio Commission for its "lethargy" in regulating broadcasting, and doubt as to whether Congress will find it possible to enact new communications legislation along the lines suggested by Secretary Roper's interdepartmental committee on communications (see Dec. 15 issue of BROADCASTING), were expressed by Senator Dill (D.), of Washington, upon his return to the capital Dec. 27.

Assailing the Commission as "totally lacking in initiative," Senator Dill renewed his repeated threat that he would support legislation for abolition of the Commission and the creation of one-man rule of radio unless it takes more active interest in regulation. He asserted the Commission has done nothing to restrict advertising methods and has not recognized new developments in radio technique, such as the directional antenna, as a means of altering and improving allocations.

Merger Plan Delay Seen

SENATOR DILL said he was "not very optimistic" about prospects for congressional approval of the proposal for rigidly regulated monopolies in the wire, cable and radio fields, to be governed by a Federal Commission on Communications, at the forthcoming session. Apparently carrying the endorsement of President Roosevelt, this far-reaching proposal may be alluded to by the President in his message to Congress.

Senator Dill said he will confer with the Interdepartmental Committee, and will ask Chairman Rayburn (D.), of Texas, of the House Interstate Commerce Committee, to participate. Then, he asserted, it is likely that the matter will be taken up personally with the President to ascertain definitely his views. He indicated that full hearings will be held before the Senate Interstate Commerce Committee, of which he is chairman, before a final bill is drafted.

Opposition Still Apparent

"THE OPPOSITION to such legislation which existed in the last Congress is still apparent," Senator Dill said. "The fear is that the combination will lead to a monopoly that the wireless systems will be put in one control and that there will not be adequate competition between the transatlantic wireless and cable companies. The problem of uniting communications services is made more difficult by existing relationships between the telegraph cables and radio."

Senator Dill asserted that advertising on the air is being overdone and that the Commission has the power to check it through establishing standards of public interest and taking action in connection with applications for renewal of licenses filed by stations guilty of overstepping the bounds of good taste. Published reports that Senator Dill had said that the Supreme Court had given the Commission

(*Continued on page 32*)

XUM

MEMBERS of the FEDERAL RADIO COMMISSION 1933

HAROLD A. LAFOUNT
Fifth Zone
Terms 1927 – 1935

EUGENE O. SYKES
Chairman, Third Zone
Terms 1927 – 1939

WILLIAM D. L. STARBUCK
First Zone
Term 1929 – 1934

THAD H. BROWN
Vice Chairman, Second Zone
Term 1932 – 1938

JAMES H. HANLEY
Fourth Zone
Term 1933 – 1936

Drawings Reproduced by BROADCASTING Broadcast Advertising Through Courtesy of LEYDEN and the NEW YORK SUN

Broadcast Band Adds Three Waves

Commercial Programs to be Allowed Between 1500-1600 Kc; Licensing of Experimental Stations Authorized

WIDENING of the broadcast band to embrace three new channels in the 1500-1600 kc. band was announced by the Radio Commission Dec. 19, with an indication that a dozen stations of not more than 1 kw. power will be licensed for operation on these waves under rigid limitations but with full authority to broadcast commercial programs. The channels designated are 1530, 1550 and 1570 kc., each 20 kc. wide, instead of the usual 10 kc. bands as in the regular spectrum.

Marking the first time since the Commission's creation that new facilities have been opened for broadcasting, the Commission adopted the recommendations of its chief engineer, Dr. C. B. Jolliffe, as concurred in from the legal standpoint by George B. Porter, acting general counsel. While the operation will be experimental, to test the feasibility of employing these channels for broadcasting, the Commission decided that commercial programs should be allowed on them despite an objection by Commissioner Lafount.

Lafount Explains Stand

MR. LAFOUNT endorsed the proposal that the new band be opened for experimental broadcasting but contended that the provision for commercial operation on experimental channels runs counter to established Commission policy respecting the use of television, relay broadcasting and other bands of experimental frequencies. Moreover, he held the competition of these stations will mean added "economic distress" to stations already licensed in the regular band from 550 to 1500 kc.

By virtue of the action, it is expected that numerous applications will be filed for new stations to occupy these three channels. Allocations will be made after competitive hearings, probably before the Commission sitting en banc. Since these channels, as experimental waves, will not be charged to state quotas, it is presumed that large cities in states now overquota will be accorded assignments, since the strict research requirements in connection with their use can best be met in metropolitan areas having laboratory facilities not available in remote or rural areas.

Standard for Applicants

IN ITS announcement, the Commission stated that facilities will be granted to applicants who make showings that they can meet these requirements:

(1) That the operation will be under the direct supervision of a qualified research engineer with an adequate staff of qualified engineers to carry on a program of research.

(2) That the program of research includes study of antenna design, field intensity surveys, and plans for an analysis of response of listeners.

(3) That the transmitter and all studios will be equipped so as to be capable of at least 10 kc. audio frequency transmission.

Variable powers up to 1 kw. will be allowed, which means that three or possibly four stations may be assigned to each of the channels throughout the country consistent with the Commission's mileage separation tables. The Commission ruled that while sponsored programs will be permitted, the sponsorship should not interfere with the program of research, and the conduct of experiments should not depend only upon sponsors as a means of defraying the cost of the experiments. Licenses will be for six months, subject to recapture should the experiments prove unsatisfactory. Periodic reports will be required from licensees.

Opening of the new band grows out of the action of the North American Radio Conference at Mexico City last summer, which agreed to clear 1500-1600 and to leave the frequencies open for any type of assignment, provided it does not interfere with service in any other country. In this country, the band is being cleared of the miscellaneous services now operating in it such as police, fire, television sound track and the like, and it has been designated for "general communication service." Canada already is using one of the channels—1510 kc.—for broadcasting in Ontario, and prior to the Commission's action the WATERBURY (Conn.) AMERICAN-REPUBLICAN, applied for a 1 kw. station on 1510 kc.

While engineering opinion differs as to the value of these channels, lying just above the present broadcast band, many engineers feel that there is little difference between them and the channels in the upper end of the conventional

(Continued on page 30)

Replogle Foresees Ultra High Waves Used by Locals, Net Synchronization

Sylvania Engineer Cites Success of Recent Experiments; Grouping of Chain Stations Now Held Practicable

Mr. Replogle

USE of the ultra-high frequencies for high quality local broadcasting and synchronization of network stations on the same channel with increased frequency separations are foreseen by D. E. Replogle, chief engineer of the electronic department of Hygrade Sylvania Corp., as engineering advances in broadcasting destined to occur in the near future.

With improvements in quality of both transmission and reception being made, Mr. Replogle said a necessity has developed for more space in the radio spectrum particularly for sidebands. He predicted that this, coupled with demands for channels from countries north and south of the United States, will lead to "radical changes in the broadcast frequency assignments.

Network Synchronization

"ONE GREAT aid in clearing up present channels," he said, "would be the grouping of larger stations which are operating on the same chains across the country on a single frequency and diminish the possibility of heterodyning between these stations by the use of directional antennas which have been worked out so carefully that the field pattern can be changed at will with the necessary engineering.

"Synchronizing of these stations on a given frequency has been made possible by new developments. One system is using land lines to control the oscillators of associated stations and a more recent development is the precision frequency control equipment which can be made accurate to one part in ten millions. This equipment can be purchased at a reasonable cost and will control the various stations on the same assigned frequencies so closely that heterodyning between carriers is undiscernible.

"Spacing of the powerful synchronized station at 30 to 40 kc. intervals instead of 10 kc. might then be possible. This would permit the improvement in audio frequency fidelity and would also permit the granting of powers necessary for good ground wave coverage in the service areas."

Lower Power Stations

MR. REPLOGLE said the solution for low power stations under a revised set-up must be sought in the ultra-high frequency portion of the spectrum recently opened up. In this connection he described highly successful experimental investigations in the band above 30,000 kc. carried out both in Europe and in this country.

After preliminary development charges have been absorbed, he declared, the cost of transmitters to operate on the ultra-high frequencies around 45,000 kc. would be no greater than for equal power in the present broadcast frequencies. Automobile sparks have proved to be the worst source of disturbance to broadcasting in these bands, he declared, but it has been found that judicious insertion of resistances in automobile wiring systems, together with a shortening of those wires which might be expected to act most efficiently as antennas, brought the noise down to a point where it was not noticeable at distances greater than 10 feet away.

With regard to experiments conducted in this country—particularly those of the Hygrade Sylvania Corp. in Boston, Bridgeport, Worcester, Mass., Elizabeth, East Orange and Teaneck, N. J.—he said they have proved conclusively the value of ultra-high frequencies for local coverage when intelligently used. "In these cities," he declared, "reliable reception was experienced, depending upon the height of the transmitter antenna and the power, up to a maximum of 12 miles for a 100 watt transmitter.

Natural Static Negligible

"THIS RECEPTION was experienced in a car with an antenna very limited in height. Considerably better results are to be expected from fixed high antennas which are entirely practical for reception of radio broadcasting in a home. At these frequencies a number of problems have been encountered, such as interference caused by automobile ignition systems and the phenomena of standing waves which give a minimum of signal strength in certain very restricted spots."

He pointed out that at these frequencies little atmospheric disturbances are observed and the amount of natural static is almost negligible. The man-made interferences, like the automobile ignition sparks, he predicted, would be overcome with little difficulty.

"The major advantage, however, of these ultra-high frequencies is that they occupy a particular part of the spectrum which is now uncongested and there is so much room in the ether that a number of stations could be placed in this part of the spectrum without overcrowding and due to the fact that these frequencies do not carry beyond the visual horizon and are not reflected back to earth from the Heaviside layer, they are definitely restricted to a given locality and duplication of wave lengths at intervals of 100 miles can be made without fear of interference and its resultant intolerable heterodyning."

Cheap Receivers Passing

"GIVEN this wide space in the ether for high-quality wide side band radio broadcasts, because of the small dimensions of a half wave length radiator, it is possible to erect even high power stations at a minimum of cost and to provide multiple antenna systems or directional rays to allow for topographical peculiarities at the transmitter or in the receiving areas."

On the reception of ultra-high frequencies, Mr. Replogle said much progress already has been made. He said it is largely a development problem. New tubes with characteristics particularly adapted to the high frequencies are being developed, he pointed out.

Mr. Replogle declared that the cheap receiver is on its way out and that with the new quality instruments the public is learning to differentiate among stations. Thus, he predicted, the station which broadcasts the best quality of programs will be the station which will have the best and largest audience—"the station that can sell its programs with the least effort and for the most money."

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We have a Client interested in taking over the Complete Management and Financing of another Broadcasting Station

. . Our client is well financed—well-known in broadcasting — thoroughly qualified to handle both production of programs and the sale of time.

. . Our client prefers a station at least regional in power. The station must be on a full time basis.

. . Our client will take over complete management including financing, and work out an equitable deal so that while the present owners sustain no losses they will share in the earnings.

. . All applications will be treated in strictest confidence. Address communications to

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Peace With the Press

AT THE PRICE of a few sponsored news flash periods, yet without conceding its right to place commentators before the microphone and to cover big news events directly from the scene, radio has secured an agreement with the leading factors in the American newspaper field that even radio's bitterest critic, the newspaper trade periodical EDITOR & PUBLISHER, calls "mutually liberal, intelligent and workable" which "should yield sound benefits to press, radio and public."

Broadcasting, by the agreement, concedes to journalism that news-gathering is merely incidental to radio's prime function of entertaining and educating, and radio secures from the press a plainly implied acceptance of the fact that sponsor-support is the proper American way of broadcast operation.

Radio is willing, as it always has been, to cooperate with the press locally and nationally, and the agreement clearly indicates that enlightened leaders of the press recognize that radio can actually help the sale of newspapers. (We have always contended, and repeatedly stated in these columns, that radio, intelligently employed, is the greatest promotional medium ever made available to any newspaper.)

Radio agrees to get out of the news-gathering field, in which the short foray of CBS was so highly successful that it gave the big press associations real cause for concern, and the leaders in American journalism agree to quit baiting radio as a news and advertising competitor. Presumably, the advertising competition will now be on the higher plane of merit, as it should be.

There may be some losses to radio in actual or potential revenues, chiefly in local sponsored news spots if the individual stations locally join the agreement, but we believe this is a small price to pay for a friendly alliance with the press associations and the newspapers. The agreement, of course, is primarily as between the networks and the press associations, but it will be noted that the twice daily news flashes are available at very small cost to any individual stations that may want them. Though the agreement only suggests what should be done locally, those who drew it up apparently believe the local radio-press squabbles will be amicably settled by following along the same course. An official NAB expression remains to be given.

Except for momentous events, at which radio usually can have its own announcers on hand, short news bulletins are all that radio has ever wanted—and these are to be furnished, at the relatively insignificant cost of editing the reports of the three big press associations, together with flashes on news breaks of "transcendant importance." With radio competition in news-gathering out of the way, radio wants from the press only an assurance that its program listings, indisputably news to the great mass of newspaper readers, shall be carried as news.

Altogether, it is a peace that recognizes a mutual right to exist, each in its own sphere, and one that augurs an ultimately satisfactory settlement of the whole ramified national and local radio-newspaper issue.

Congress and Radio

A NEW SESSION of Congress convenes Jan. 3. That always is an event which broadcasting people view with trepidation, because radio has been a favorite political football during the last few years among members of the federal legislature.

It is difficult now to determine what, if anything, Congress will undertake in the way of new legislation affecting radio at the new session. Anti-radio forces have been agitating for a Congressional investigation of radio. The Republicans, at the suggestion of their National Committee, threaten to press for an inquiry into charges that radio is being censored in favor of the Democratic administration and that stations have been threatened with cancellation of their licenses. Some sort of investigation seems possible, although it is hard to see how the committees which normally would handle such fishing expeditions will find much time, what with the welter of pressing economic business before them.

More important to radio at this time seems to be the campaign for enactment of the so-called Tugwell-Copeland bill to tighten up on the manufacture, sale and advertising of foods, drugs and cosmetics. Since more than a third of the gross business handled by radio comes from these industries, any legislation which would restrict or hamper these industries naturally would be reflected in broadcasting. A counter-movement for sound legislation seems to be in capable hands.

There has been much talk behind the scenes about legislation to assess license fees against all classes of stations to help defray the cost of regulation. That has been gone over before by Congress. In the wild rush for more revenues to help balance the federal budget, Congress may enact some such scale of fees. It is difficult, however, to understand how this can be done when other industries regulated by the government are not taxed to offset federal appropriations in their behalf.

President Roosevelt in his message to Congress may urge unification of communications along the lines of the Roper interdepartmental committee report. That probably would embody a suggestion for a Communications Commission to absorb the Radio Commission and other regulatory agencies identified with wire and radio communications. It is reasonable to expect, however, that detailed hearings would be held before such broad legislation is considered, and that a year or more may be required to complete the legislative course.

The RADIO BOOK SHELF

BRITISH radio's standard work of reference on broadcasting, the *B. B. C. Year Book, 1934*, is off the press (British Broadcasting Corp., London, 2*s*.6*d*.). It is not only a book of reference to past activities, but it expounds the policy of the B.B.C. in each department of its life, such as talks, drama, variety, music, outside broadcasts (remote controls), programs for children and school broadcasts. The new volume's outstanding announcement, perhaps, is its prideful report on achievement in the first year of Empire broadcasting, or the B.B.C. short wave relays to the Colonies and Dominions, which netted more than 10,000 letters from Empire listeners.

There was a gratifying increase in licensed radios during 1933, and the Year Book points out how the annual fee of 10 shillings per set was divided in the 1932 fiscal year. Only 5 shillings and sevenpence went to B.B.C., the Post Office getting 1*s*., Treasury 3*s*.5¾*d*., income tax 5*d*., and governmental's general revenue, 6¼*d*.

THE POLITICAL and economic trend in radio broadcasting, as well as the future of educational broadcasting, is suggested in *Radio and Education*, edited by Levering Tyson and consisting of the proceedings of the third annual assembly of the National Advisory Council on Radio in Education early in 1933 (University of Chicago Press; $2.50). Among those who contributed papers on various phases of radio development are: Dr. Herman S. Hettinger, of the Wharton School of Finance, University of Pennsylvania; Frank A. Arnold, former director of development, NBC; Hector Charlesworth, chairman of the Canadian Radio Commission; C. M. Jansky, Jr., president of the Institute of Radio Engineers, and Radio Commissioner Harold L. Lafount.

GROWING interest in television is manifested in the inclusion of five articles dealing with technical aspects of the topic in the "Proceedings of the Institute of Radio Engineers" for December. All the articles are by engineers of RCA Victor Co. E. W. Engstrom has written two of the articles: "A Study of Television Image Characteristics" and "An Experimental Television System." V. K. Zworykin wrote on "Description of an Experimental Television System and the Kinescope." The other articles are: R. D. Kell on "Description of Experimental Television Apparatus," and G. L. Beers on "Description of Experimental Television Receivers."

XUM

We Pay Our Respects to—

HARVIC HECHT PETERSEN

A DAIRY operating with seven trucks is generally considered no mean business, but it's only a hobby with Marvic Hecht (Pete) Petersen, recently assistant sales service manager of the Chicago division of NBC and now manager of the radio department of the Blackett-Sample-Hummert advertising agency in Chicago.

"Pete" has been a farmer ever since he left the University of Illinois during the war period, but since 1929 farming has been his sideline interest. After three unsuccessful attempts to get into the service during the war he decided he could help the country by being a farmer.

Starting with the family acres a short distance north of Chicago, he began building a dairy herd, raising cattle and breeding horses. Eventually he confined his activities almost entirely to the dairy business, and now supplies customers in several of the exclusive north shore suburbs of Chicago.

"Pete" was one of the organizers of the Farm Bureau movement in Illinois, which grew to be the American Farm Bureau Federation. He aided in the organization of the Illinois Agricultural Association, and was in charge of tubercular eradication for the association. He was largely responsible for shaping the Illinois laws governing the eradication of tuberculosis in cattle. Next he started organizing the Pure Milk Association, forerunner of the cooperative milk associations.

While identified with these various farm activities, he was associated with Frank E. Mullen, director of agriculture for NBC, who drafted him to help in the establishment of the now well-known National Farm and Home Hour in 1929. Beginning with the writing of publicity on the network's farm activities, "Pete" soon found himself announcing the Farm and Home Hour, subsequently planning and producing the programs. With the approach of the vacation period he was given an additional duty of servicing accounts while the regular salesmen were away. One, becoming ill, was absent for three months, and "Pete" found himself firmly established in the sales department. Shortly thereafter the Chicago division was moved to its present quarters in the Merchandise Mart, and "Pete" was appointed assistant sales manager.

His experience in radio has been well rounded. Engaged in nearly every activity demanded in a network divisional headquarters, he has acquired an excellent programming sense. By his associates he was considered one of the best salesmen in the division.

While with NBC he handled several of the network's largest accounts, including Pepsodent, Sinclair, Pabst Blue Ribbon, Palmolive and Crazy Crystals.

One of his various radio experiences was the establishment of a nation-wide network program within two hours. During a trip to St. Louis to contact accounts, the network notified him that he was to go on the air in two hours to describe the descent of the Hunter Brothers following their celebrated endurance flight. "Pete" immediately arranged for the pickup, went to the airport and told a coast-to-coast audience about the flight and introduced the fliers, all within the allotted time.

His experiences have by no means been confined to farming and radio. From time to time he has taken active interest in small community papers, acting at various times as advertising manager and editor.

Born in Chicago on Nov. 29, 1895, M. H. Petersen has lived the greater part of the time on the family farm in Libertyville, north of Chicago. He attended public schools in Libertyville and entered the University of Illinois where he became a member of Chi Psi fraternity. He is married and continues to make his home in Libertyville.

GEORGE ENGLES, vice president and managing director of NBC Artists Service, announces that he has renewed contracts with three of the foremost names of the musical world—Fritz Kreisler, Serge Rachmaninoff and Maria Jeritza.

PERSONAL NOTES

CESAR SAERCHINGER, European director of CBS, has an article on international broadcasting in the 1934 yearbook of the British Broadcasting Corp., just published in London. Richard Chaplin, of NBC, New York, writes in the same issue of the presidential inaugural broadcast on March 4.

GEORGE E. MILLS, former secretary of the Cleveland Advertising Club and until recently advertising manager of the North American Coal Corp., has joined the commercial staff of WHK, Cleveland.

STANLEY CHAMBERS, formerly in advertising agency work, has been appointed sales promotion manager of WMCA, New York.

DAVID R. FORGAN, Jr., member of a well known Chicago bank family, has joined the CBS Chicago division executive staff.

WILLIAM D. WAGNER, auditor of WCO-WHO, Des Moines, and Miss Elizabeth Cathaleen Stage, of Davenport, Iowa, were married Dec. 9.

CHARLES H. BERKELEY, 57, father of Kenneth H. Berkeley, manager of the NBC-operated Washington stations, WRC and WMAL, died at his home in Washington Dec. 22.

L. B. WILSON, president and general manager of WCKY, Cincinnati, and Mrs. Wilson, left their home in Covington, Ky., Dec. 18, for a motor trip to Miami, where they will remain over the holidays.

MAURICE VREHMAN, formerly of Los Angeles, has joined the advertising department of KFXM, San Bernardino, Calif.

JOHN H. STILWELL, formerly national advertising representative for WNAX, Yorkton, S. Dak., has joined the commercial staff of WKBF, Indianapolis. Previous to his association with WNAX, he was associated with Doremus & Co., San Francisco advertising agency.

ALFRED J. McCOSKER, WOR president, acted as host at the station's annual Christmas reception to the press, held in the Hotel Astor Dec. 22.

G. A. RICHARDS, president, and Leo Fitzpatrick, general manager, of WJR, Detroit, were hosts to their employes at a dinner in the Recess Club Dec. 21, preliminary to the celebration of the sixth anniversary of the station under its present ownership and management on Christmas Day. Mr. Fitzpatrick and Mr. Guest spoke in the special Christmas Eve broadcast.

BEHIND THE MICROPHONE

TED SHERDEMAN, production chief of KMOX, St. Louis, addressed the St. Louis Advertising Club recently on "The Psychology of Radio Programs."

MURRAY ARNOLD, who early in 1933 joined the announcing staff of WIP, Philadelphia, was voted Philadelphia's most popular radio announcer in a contest just concluded by RADIO PRESS, Philadelphia radio magazine.

J. OLIVER RIEHL, who was the first to conduct an orchestra on the air from KDKA, Pittsburgh, in 1920, has joined the staff of WSM, Nashville, as special production man.

WILLIAM BOUCHEY, staff announcer for KFAC, Los Angeles, was married to Thelma Marquette during the holiday season.

MARIAN G. MALLISEE, program director of WCAE, Pittsburgh, has announced her marriage to Howard J. Stephens.

CHARLES KRETZINGER, of the CBS Chicago harmony team "Jean and Charlie," was married Dec. 30 to Evelyn Karrer, in a double wedding ceremony with his brother, who married Donna Damerel, "Marge," of the Wrigley "Myrt and Marge" show. The ceremony was performed by Dr. Preston Bradley, whose Sunday services have been broadcast by WBBM for several years.

BERT REPINE, program manager of WRVA, Richmond, Va., and Mrs. Repine announce the birth of a son, James Edward.

SOLOMON SACHS, saxophonist and member of the WRVA studio dance orchestra, was one of the successful candidates for admission to the Virginia state bar in the December examinations. He expects to receive his degree from the Law School of the University of Richmond in June.

GLENN HARDMAN, announcer and staff pianist at WSPD, Toledo, Ohio, and Mrs. Hardman are the parents of a 7-pound boy, born Nov. 24 and named William Hal Hardman.

MRS. ELIZABETH DOAN has been placed in charge of the audience mail department in the NBC Chicago division. Alice Dinkeloo, who was in charge of that department, is now in the statistics department.

LYLE G. COLLET has replaced J. H. Cavanaugh as special officer for the NBC Chicago division. Collet was formerly a physical education and swimming instructor at Northwestern University.

ROY WESTON, guitarist with Gene Autry's Cowboy band of WLS, Chicago, suffered a broken leg last month when an automobile backed into him.

TOM SHIRLEY, CBS Chicago announcer, submitted to a nasal operation in December.

SARAH JANE WELLS, actress in the CBS "Jack Armstrong" show, was forced to broadcast her part of the program from her room in the Grant hospital, Chicago, on Dec. 13. She was in the hospital for observation.

THE PICKENS SISTERS returned to the NBC schedule Dec. 27, after an absence in Hollwood to make their first picture, "Sitting Pretty."

MILDRED FELDMAN, member of the CBS Chicago hostess staff, was married Christmas day to Ben Leven, of Chicago.

LLOYD HARRIS, formerly with WIBO, Chicago, has been added to the production department in the NBC Chicago division.

PRICE PATTON and Bill Shaw have returned to the air over WCFL, Chicago, with their "Judge Soakem's Night Court," sponsored by a local clothing firm.

ALEXANDER McQUEEN, heard formerly over NBC networks with his "Nothing But The Truth" broadcasts, is now on the staff of CBS in Chicago.

VON FLEMING, who is heard over KFAC, Los Angeles, and KFWB, Hollywood, and Mrs. Fleming became the parents of a boy the middle of December.

MATTHEW MURRAY has been appointed chief production supervisor for KMPC, Beverly Hills, Calif. He has been giving a daily philosophical talk over the station for some time, but was on sick leave during October and November.

GARNETT MARKS has become new relief announcer for KFWB, Hollywood.

THELMA SALZBERGER, in charge of the assignment of studios for rehearsals and broadcasting at WOR, Newark, for the last five years, has announced her engagement to Morris Lantczner, Brooklyn attorney.

PAUL DUMONT has returned to the production staff of NBC, New York.

XUM

COVERAGE DOESN'T LISTEN

● Coverage figures are fine as far as they go—but they don't go far enough. What the user of station time should know is—how many radio homes are tuned to his particular program. The question is—not how many radio homes can hear the program but how many actually listen to it?

Only by having authentic data on actual listening can radio advertisers judge and compare advertising values.

THE SOBY YARDSTICK OF AUDIENCE VALUE

will provide impartial and comparable data about the size and location of the audience of radio programs and stations.

For information and prices write

BENJAMIN SOBY & ASSOCIATES
1023 Wallace Avenue
Wilkinsburg, Penna.

FRED BORGERHOFF, recently of WJR, Detroit, and formerly of WAIU, Columbus, WGR, Buffalo, and WJAY, Cleveland, has joined the staff of WHK, Cleveland, as special continuity writer.

DON HART, a popular young tenor who has sung in supper clubs in New York and Chicago, has joined the artists' staff of WLW, Cincinnati. He is a graduate of New York University.

CARL REED, veteran legitimate stage actor, has joined the staff of WLW, Cincinnati as actor and director.

BILL SMART, announcer, has been transferred from WRDW, Augusta, Ga. to WSPA, Spartanburg, S. C.

FRANCES MORGAN, graduate of Converse College, class of 1932, a talented musician and dramatic student, has joined the program department of WSPA, Spartanburg, S. C.

RAY DEUSERN announces the opening of an artists business management office in Los Angeles, for radio, stage and screen. Offices are in the Pellissier Building, 3780 Wilshire Boulevard.

CHARLES PURNELL, Harry Richard Wylder and Glen Galyon, first heard on KMOX as the "Three Chevrolet Boys," have been signed as regular staff members of St. Louis station and will appear as "Just Three Boys."

JOHN REILLY AND ARTHUR FELDMAN, former announcers at WLOE, Boston, which went off the air Dec. 20, were in New York the week of Dec. 4 for auditions with networks and stations there.

JIMMIE ADAMS, in recent years with Los Angeles radio acts, died in Glendale, Cal., the middle of December.

ROBERT J. BELL, 73, father of Stanley Bell, announcer of WMAL, Washington, died in Bridgeport, Conn. Dec. 26, after a protracted illness.

Hanson Starts Delayed Tour of NBC Divisions

Mr. Hanson

O. B. HANSON, manager of technical operations and engineering for NBC, has started a long-deferred tour of inspection of the network's division headquarters. He is now en route from New York to San Francisco via the Panama Canal. Because he has been in charge of designing and constructing the NBC studios in Radio City, Mr. Hanson has been unable to make his annual inspection tours for the last three years. Included in the inspection will be the new 50 kw. KGO transmitter at San Francisco and the 50 kw. plant under construction for KOA at Denver.

Westinghouse Change

WESTINGHOUSE Electric & Manufacturing Co. announced Dec. 14 that Heintz and Kaufman, Ltd., San Francisco, associated with the Dollar Steamship interests, will act as distributor on the West Coast, Alaska and Hawaii for its police and fire department radio equipment. In addition, arrangements have been made for an exchange of patent licenses of the two companies in radio communication and associated activities.

A SERIES of 61 one-minute weather reports started on 29 stations Dec. 4 for the Quaker State Oil Refining Co., Oil City, Pa. Account is for 10 weeks and was placed through WBS and Kenyon & Eckhardt, New York.

IN THE CONTROL ROOM

PROF A. E. KENNELLY, of Harvard, noted for his researches into the Kennelly-Heaviside layer in the upper atmosphere, from which radio waves are reflected back to earth, has been awarded the Edison Medal of the American Institute of Electrical Engineers. He is an old associate of the late Thomas Edison.

ENGINEERS of the Sylvania radio tube plant, Emporium, Pa., have formed the Sylvania Technical Society for the purpose of fostering better understanding of tube research and manufacturing, a greater knowledge of radio advances and a spirit of fellowship. Raymond Hoffman is president; Ray Carlson, vice president; C. Ross Smith, secretary, and Willis Toner, treasurer. The membership is 60.

K. C. AMBLER, ship radio operator, has joined the publicity staff of KFWB, Hollywood, preparatory to going on the engineering staff. He succeeded Everett Murphy, resigned.

ROBERT LOCKHART, Jr., formerly of United Airways, Phoenix, Ariz., has joined as first operator, KFXM, San Bernardino, Cal. Stewart Natsche is second operator.

FRANK CRENNAN has been transferred from the transmitter staff of WNAC, Boston, to the control operator staff of the Yankee Network.

CHARLES SCHRODER, of the NBC Chicago engineering staff, was married to Elsie Johnson, of Chicago, Nov. 25. They are at home in Elmhurst, Ill.

ABS Auction Sale Raises Back Pay

Employes Fail to Get Wages Before Yule Holidays

EMPLOYES of the ill-fated Amalgamated Broadcasting System spent the holiday season without the actual money due them for services while the system was operating but with every hope of collecting in the near future. As a result of motions before the referee in bankruptcy, John K. Davis, the employes have been declared priority creditors, and the amount claimed—variously estimated as $4,700 and $7,500—will be available to the trustee immediately.

From the sale of studio and engineering equipment, held at the referee's office, 140 Nassau St., New York, Dec. 18, $9,800 was realized, Milton H. Biow being the high bidder for his new station WNEW. At a sale held the same day at 501 Madison Ave., offices of ABS, furniture was sold for $1,041. Of the total cash thus available, $10,841, administration expenses of the receiver may account for about 25 per cent. Then the priority creditors will receive their share, and unless state taxes are chargeable against the company, the general creditors come next.

It will devolve upon the creditors' trustee to bring suit for any other amounts that may be claimed as assets. In the absence of such suits, the money realized so far represents the total assets of ABS, and the work of Irving Trust Co. as receivers is concluded.

Injured While Hunting

GRADY COLE, news commentator associated with WBT, Charlotte, N. C., may lose an eye as the aftermath of an accident while on a hunting trip through the woodlands of North Carolina in December. While walking through underbrush late last week, Cole tripped and when he fell, a sharp end of a tree branch pierced his left eye. Although at the present he is totally blind in one eye, he has nevertheless continued his thrice daily news comments over WBT. Doctors believe he has a fair chance of recovering his sight in this eye.

Dismantle Old WABC

THE TRANSMITTER at Cross Bay, L. I., equipped for 5 kw., which CBS used for WABC until its 50 kw. station was erected at Wayne, N. J., has been dismantled completely. The towers are being used by WJSV, Washington; the building has been turned over to the city from which it was leased, and the technical equipment has been bought by Milton Biow for WNEW, created by the fusion of WAAM, Newark, and WODA, Paterson, N. J.

A NEW station at Hot Springs, Ark., to operate daytime hours only on 1500 kc. with 100 watts was authorized by the Radio Commission Dec. 22 without a hearing. The applicant is William F. Chaplin.

KSD

IN ST. LOUIS

KNOWN FACTS FOR YOU

Competent independent radio engineers have definitely traced the area within which KSD has a strength of 500 microvolts.

This information has never been made available by any other St. Louis station.

This coverage, with the population, the number of income tax returns, and the number of receiving sets, is graphically shown in a folder which will be sent free on request.

Red Network Outlet for National Broadcasting Company

Station KSD — The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

Edward Petry & Co., National Advertising Representatives
New York Chicago Detroit
St. Louis San Francisco Atlanta

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

WSPD, Toledo, O.: Dodge Brothers Motor Co., Detroit, 100 announcements, thru Ruthrauff & Ryan, N. Y.; Standard Oil of Ohio, Cleveland, 15 announcements, McCann-Erickson, Cleveland; Nash Motor Co., Chicago office, 1-minute transcription, 26 times, SHB, Chicago; Liberty Magazine, New York, 42 announcements, WBS; Hupp Motor Co., Detroit, 3 announcements, SHB; Miami-Biltmore Hotel, Miami, 26 announcements, Rose-Martin, Inc., N. Y.; Roney Plaza Hotel, Miami, 26 announcements, Rose-Martin, Inc., N. Y.; Gillette Safety Razor Co., Boston, 1-minute transcription, 100 times, Ruthrauff & Ryan, N. Y.

WOR, Newark: Chevrolet Motor Car Co., Detroit, 10 WBS transcriptions; Reo Motor Car Co., Lansing, Mich., 3 5-minute announcements weekly to Jan. 5, thru Maxon, Inc., Detroit; Larrowe Milling Co., Detroit (poultry foods), 13 weekly noon periods of 15 minutes, from WTIC, Hartford; Koppers Seaboard Coke Co., renewal of Countess Albani, Edward Nell and Jacques Renard's orchestra, Monday nights, 13 weeks, Erwin, Wasey & Co., N. Y.

WCAU, Philadelphia: Mankind Dog and Cat Food, announcements, 13 weeks, thru May Advertising, Inc., Philadelphia; Weisbood & Hess Brewing Co., Philadelphia (beer) half hour weekly, 13 weeks, Grey Advertising Service, N. Y.; Hupp Motor Car Corp., Detroit, 3 announcements, SHB; Dodge Motor Car Co., Detroit, announcements, 3 weeks, Ruthrauff & Ryan, N. Y.; Schmidts Brewing Co., Philadelphia (beer) 1 hour program, one time, Al Paul Lefton, Philadelphia; Nash Motor Co., Kenesha, Wis., 12 transcription announcements, SHB.

WLS, Chicago: Akron Lamp Co., Akron, O. (reading lamps) 15 minutes on Saturday Barn Dance from Jan. 1 for indefinite period, thru Guenther-Bradford, Chicago; Lancaster County Seed Co., Paradise, Pa., 5-minute programs early morning time on Saturdays for indefinite period, C. F. Kern Adv., Philadelphia; John Morrell Co., Ottumwa, Ia. (dog food) 5-minute programs three days weekly, 39 times, Henri, Hurst & McDonald, Chicago.

KYW, Chicago: George A. Hormel, Austin, Minn. (meats and food products) daily announcements for indefinite period, thru Batten, Barton, Durstine & Osborn, Chicago; Oscar Mayer, Chicago (meat products) three 15-minute programs weekly for indefinite period, C. Wendell Muench, Chicago; Nash Motor Co., Kenosha, Wis., 13 daily announcements, Frederick & Mitchell, Chicago; Chevrolet Motor Car Co., Detroit, daily announcements for indefinite period, Campbell-Ewald Co., Detroit.

WBBM, Chicago: Joseph Triner, Inc., Chicago (wines) 15-minute programs twice weekly for 13 weeks featuring dramatized popular songs, thru Guenther-Bradford, Chicago; Crowell Publishing Co., New York (Woman's Home Companion) 15 minute programs Tuesdays for 52 weeks, Geyer-Cornell, N. Y.; Forty Fathom Fish Co., Boston, Mass. (Forty Fathom Fish) announcements twice weekly, 26 times, Street & Finney, N. Y.; Sterling Casualty Insurance Co., Chicago, 15 minutes Sundays, 13 weeks, Guenther-Bradford, Chicago.

WCFL, Chicago: B. Manischewitz Co., Cincinnati, O., (Matzos) 15 minutes Sundays in Jewish Hour for indefinite period, direct; Klatt Accordion Co., Chicago (musical instruments) 10 minutes once weekly for indefinite period, direct; Physical Culture Hotel, Dansville, N. Y., 15 minutes once weekly for indefinite period, direct; Green Seal Independent Merchants, Chicago, 15 minutes daily for indefinite period, direct; Automatic Canteen Co., Chicago (candy) 5-minute programs daily and time signals for 13 weeks, direct; The Thomas, Chicago (hair restorer) time signals for indefinite period, direct; Chicago Mail Order Economy Outlet, Chicago (dry goods) 5 minutes daily for indefinite period, direct.

WRVA, Richmond, Va.: Buick Motor Co., Detroit, 12 announcements, thru Campbell-Ewald Co., Detroit; BC Remedy Co., Durham, N. C., renewal of daily Sports Review, 26 times, Harvey Massengale Co., Atlanta; Standard Oil Co., of N. J., "Babe Ruth Presents" transcriptions, 3 weekly for 13 weeks, McCann-Erickson, N. Y.; Gillette Safety Razor Co., Boston, 6 WBS transcriptions weekly, 4 weeks; Mantle Lamp Co., Chicago, Smiling Ed McConnell transcriptions weekly, 13 weeks; Nyal Co., Chicago (medicines) 3 transcriptions, A. T. Sears & Son, Chicago; Hupp Motor Car Corp., Detroit, 3 announcements, thru SHB.

WNAC, Boston: Adele Dupont, Boston (Adele Dupont Facial Cream) "Bob White's Scrapbook" two mornings weekly, 52 weeks, thru Ingalls-Advertising, Boston; Chevrolet Motor Car Co., Detroit, 4 daily 1-minute announcements, 40 times, WBS and Campbell-Ewald Co., Detroit; Ben-Burk, Inc., Boston (Old Mr. Boston Gin), 364 daily weather reports, Badger & Browning, Boston; Ce-Lect Baking Co., Boston, 4 Sunday studio programs, Mitchell Co., Boston.

WGN, Chicago: Walgreen Drug Stores, three mornings weekly for a 15-minute program, 52 weeks, direct; George A. Hormel, Austin, Minn. (meats and food products) time signals for indefinite periods, Batten, Barton, Durstine & Osborn, Chicago; Group of western railroads entering Chicago, jointly sponsored time signals, thru Caples Co., Chicago; Hinckley & Schmidt, Chicago (Corinnis Water) 15 minutes Sundays, 52 weeks, direct; Mandel Brothers, Chicago, department store, renewed 15-minute bridge club, Sundays, 52 weeks, direct.

WMAQ, Chicago: Quaker State Oil Refining Co., Oil City, Pa. (motor oils) weather reports daily thru February, thru Kenyon & Eckhardt, N. Y.; Numismatic Co., Dallas, Tex. (rare coins) 15-minute programs for indefinite period, Guenther-Bradford, Chicago.

KJR, Seattle: Chicago Engineering Works, Chicago (television apparatus) weekly transcription, direct; Ground Gripper and Cantilever Shoe Co., Los Angeles, 100-word announcements, 27 times, Advertising Art Agency; Carter's Medicine Co., New York (liver pills) 100-word announcements, 3 months, H. H. Good Advertising Agency, N. Y.

KOMO, Seattle: Gillette Safety Razor Co., Boston, 100 one-minute transcriptions over a period of a year, thru Ruthrauff & Ryan, N. Y.; Nyal Co., Chicago (drug products) three 5-minute transcriptions weekly, A. T. Sears & Son, Chicago; E. Fougera & Co., New York (Vapex) 26 one-minute transcription announcements, Small, Kleppner & Seiffer, N. Y.

WCAE, Pittsburgh: Chick-Chick, New York (Easter Egg dye) one-time transcription, thru SHB.

WESTINGHOUSE PLANT CHIEFS MEET—To discuss the new broadcasting industry code, Westinghouse plant managers met last month at Chicopee Falls headquarters. Left to right, they are: J. E. Baudino, WBZ; R. N. Harmon, general engineer for radio broadcasting; H. E. Randol, KYW; W. H. Hauser, WBZA; D. A. Myer, KDKA; P. D. McKeel, headquarters engineer, and S. D. Gregory, assistant manager of broadcasting.

PLANT managers of all Westinghouse stations met at radio division headquarters at Chicopee Falls, Mass., during the week-end of Dec. 9 to discuss changes in operating procedures and problems arising under the code of fair competition for the broadcasting industry which became effective Dec. 11. The conference was called by W. C. Evans, manager of the Westinghouse Radio Division.

Following the business meeting, the group of seven technical executives inspected the WBZA transmitter at Springfield, which has just been remodeled, and the transmitter and studios of WBZ, Boston, which has been authorized to operate with the maximum of 50 kw. In Hartford, the group visited WTIC and discussed engineering problems with station officials.

Design of new apparatus for the stations was considered. Surge limiters and modulation indicators of novel design are to be installed soon at the Westinghouse stations to allow higher percentage modulation without distortion.

Plans for removal of KYW from Chicago to Philadelphia, in line with the Radio Commission's recent ruling in the important 1020 kc. case, also were discussed. The station will employ a special directive antenna designed to provide a maximum signal in Philadelphia. Interference will be curbed through use of a new "null indicator" which would warn of the failure of the directive apparatus.

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

BRISTOL-MYERS Co., New York (Sal Hepatica) on Jan. 3 starts Fred Allen's "Sal Hepatica Revue" with Ferde Grofe's orchestra, Mary McCoy and vocalists on 29 NBC-WEAF and supplementary stations, Wednesdays, 9:30-10 p. m., with repeat for 6 NBC-KGO stations, 12:30-1 a. m. Agency: Benton & Bowles, N. Y. Same sponsor for Ipana Toothpaste on Jan. 3 renews "Ipana Troubadours" with Frank Black's orchestra and guest stars on 41 NBC-WEAF and supplementary stations, Wednesdays, 9-9:30 p. m. Agency: Pedlar & Ryan, N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strike Cigarettes) on Dec. 25 started the sponsorship of broadcasts from the Metropolitan Opera House on 82 NBC stations, schedules to vary and programs to run two to three hours. Agency: Lord & Thomas, N. Y.

LEHN & FINK PRODUCTS Co., New York (Hind's Honey Almond Cream) on Jan. 7 starts "Hall of Fame," with Nat Shilkret's concert orchestra and stars of stage and screen, on 42 NBC-WEAF and supplementary stations, Sundays, 10:30-11 p. m. Agency: Ruthrauff & Ryan, N. Y.

WILDROOT Co., Buffalo, N. Y. (beauty preparations) on Dec. 31 renewed "The Wildroot Program" with Vee Lawnhurst and John Seagle on 24 NBC-WEAF and supplementary stations (including 7 NBC-KGO stations), Sundays, 4:15-4:30 p. m. Agency: Batten, Barton, Durstine & Osborn, N. Y.

THE PEPSODENT Co., Chicago (Junis Face Cream) on Dec. 28 started Eddie Duchin's orchestra from Central Park Casino, New York, on 17 NBC-WJZ stations, Thursdays and Saturdays, 7:30-8 p. m. Agency: Lord & Thomas, Chicago.

SPRATTS PATENT, Ltd., New York (dog foods) on Jan. 21 starts dramatic series of dog stories by Albert Payson Terhune on 17 NBC-WJZ stations, Sundays, 4-4:15 p. m. Agency: Paris & Peart, N. Y.

WELCH GRAPE JUICE Co., Chicago, on Dec. 17 started "Irene Rich for Welch", dramatic scenes from Hollywood, on 16 NBC-WJZ stations, Sundays, 3:15-3:30 p. m. Agency: H. W. Kastor & Sons, Chicago.

M. J. BREITENBACH Co., New York (Pepto Mangan) on Jan. 7 starts "The Playboys," two-piano team, on 20 CBS stations, Sundays, 10:45-11 a. m. Agency: McCann-Erickson, Inc., N. Y.

SMITH BROS., Inc., Poughkeepsie, N. Y. (cough drops) on Jan. 6 starts "Trade and Mark," with Scrappy Lambert and Billy Hillpot and Nat Shilkret's orchestra, on 34 CBS stations, Saturdays, 8:45-9 p. m. Agency: Hommann, Tarcher & Sheldon, N. Y.

ACME WHITE LEAD & COLOR WORKS, Detroit (Lin-X) on Jan. 10 starts Smiling Ed McConnell on 15 CBS stations, Wednesdays, 12:15-12:30 p. m., and on 26 CBS stations, Fridays, 12:15-12:30 p. m. (WABC excluded both days); this contract is in addition to present Sunday, 6:30-6:45 p. m. programs. Agency: Henri, Hurst & McDonald, Chicago.

STANDARD OIL Co. of California, San Francisco, on Jan. 4 renews "Standard School Broadcasts" on the NBC-KGO network (plus KFSD), Thursdays, 8:18-9:15 p. m., PST. Agency: McCann-Erickson, San Francisco.

GENERAL PETROLEUM Corp., Los Angeles, on Jan. 2 starts "Memory Lane," dramatic sketches, on the NBC-KGO network (plus KFSD and KTAR), Tuesdays, 8:15-8:45 p. m., PST. Agency: Smith & Drum, Los Angeles.

JAY DENNIS
and
TED REESE
wish to thank
FINLAY STRAUS
•
HUMBERT & JONES
and
THE COLUMBIA BROADCASTING SYSTEM
for a very pleasant engagement

GENERAL FOODS Corp., New York (Maxwell House Coffee) on Jan. 4 renews "Captain Henry's Showboat" on 52 NBC-WEAF and supplementary stations, Thursdays, 9-10 p.m. Agency: Benton & Bowles, N. Y.

GENERAL FOODS Corp., New York (Jello) on Dec. 25 renewed "Wizard of Oz" series on 26 NBC-WEAF stations, Mondays, Wednesdays and Fridays, 5:45-6 p. m. Agency: Young & Rubicam, N. Y.

GENERAL FOODS Corp., New York (Diamond Crystal Salt) on Jan. 4 renews "Cape Diamond Light" sketches on special NBC hookup of WJZ, WBZ-WBZA and KDKA, Thursdays, 8-8:30 p. m. Agency: Benton & Bowles, N. Y.

GENERAL ELECTRIC Co., Schenectady, N. Y., on Dec. 22 only presented Owen D. Young and Charles Francis Coe on 48 NBC-WJZ and supplementary stations, 7:45-8 p. m. Agency: Charles Francis Coe, Inc., N. Y.

R. B. DAVIS Co., Hoboken, N. J. (baking powder) on Jan. 3 starts the "Mystery Chef" on 11 NBC-WJZ stations, Wednesdays and Fridays, 9-9:15 a. m. Agency: Ruthrauff & Ryan, N. Y.

SPARKS-WITHINGTON Co., Jackson, Mich. (Sparton radios) on Dec. 31 started "Sparton Triolians," with Richard Himber's orchestra, the Three Scamps and Francis Langford on an NBC-WEAF network, Sundays, 3:30-4 p.m. Agency: Brooke, Smith & French, Detroit.

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
474 Monadnock Bldg., San Francisco
3326 Stuart Bldg., Seattle
619 Charles Bldg., Denver

INCREASE YOUR BUSINESS DURING 1934 BY USING

WOW

ON THE N.B.C. BASIC RED NETWORK

Expansion in boom days was not unusual . . . but steady growth through four depression years is a test of quality and leadership. Through good times and bad, WOW has developed into the unquestioned leader in this rich area, bringing profits to advertisers and station alike. The 1934 outlook is bright. Can't we advance still farther together? Write John J. Gillin, Commercial Manager.

590 KILO. WOW 1000 WATTS

Owned and Operated by the Woodmen of the World Life Insurance Association

OMAHA - NEBR.

SINCLAIR REFINING Co., New York (oil and gas) on Jan. 1 renews "Sinclair Greater Minstrels" on 41 NBC-WJZ and supplementary stations, Mondays, 9-9:30 p. m. Agency: Federal Advertising Agency, N. Y.

WILLIAM R. WARNER Co., New York (Sloan's Liniment) on Jan. 10 renews "20,000 Years in Sing Sing" with Warden Lawes on 19 NBC-WJZ stations, Wednesdays, 9-9:30 p. m., with repeat for 18 southern and western stations, 11:15-11:45 p. m. Same sponsor for Vince Mouthwash on same date renews John McCormack on same network for half hour immediately following, or 9:30-10 p. m. Agency: Cecil, Warwick & Cecil, N. Y.

TASTYEAST, Inc., Trenton, N. J., on Dec. 17 renewed "Baby Rose Marie" on 11 NBC-WJZ stations, Sundays, 12:15-12:30 p. m. Agency: Stack-Goble Advertising Agency, Chicago.

CITIES SERVICE Co., New York (utilities) on Jan. 5 renews "Cities Service Concert" on 32 NBC-WEAF and supplementary stations, Fridays, 8-9 p.m. Agency: Lord & Thomas, N. Y.

GENERAL BAKING Co., New York (Bond Bread) on Jan. 7 renews Julia Sanderson and Frank Crumit on 29 CBS stations, Sundays, 5:30-6 p.m. Agency: Batten, Barton, Durstine & Osburn, N. Y.

GOLD DUST Corp., New York (Silver Dust) on Jan. 2 starts new series with orchestra and soloist on 11 Eastern CBS stations, Tuesdays, Thursdays and Saturdays, 7:30-7:45 p.m. Agency: Batten, Barton, Durstine & Osborn, N. Y.

CHRYSLER MOTOR Co., Detroit, on Sunday, Jan. 7, will use a wide hookup of CBS stations, 8-9 p.m., to introduce its new models; title of broadcast is "New York Goes to Auto Show," with Lyda Roberti, William O'Neal and Alexander Woollcott, and with Isham Jones, Leon Belasco, Claude Hopkins, Little Jack Little and Freddie Rich orchestras.

NBC CHANGES: Plough, Inc. on Jan. 3 shifts "Benny Meroff Revue" to Wednesdays, 10-10:30 p.m.; Standard Brands, Inc. on Jan. 3 replaces Bert Lahr with Jack Pearl on "Royal Gelatine Revue"; Vadsco Sales Corp. on Dec. 25 shifted "Djer Kiss Recital" to Mondays, 8:30-8:45 p.m.; Wm. R. Warner Co. from Jan. 3 repeats "Warden Lawes" program for 20 western stations, 11:15-11:45 p.m.; Will Rogers on Jan. 7 returns to "Gulf Headliners" Sunday night programs; Occidental Life Insurance Co. "Winning of West" series on Jan. 17 shifts to Wednesdays, 9-9:30 p.m., PST, on NBC-KGO network and has added KHQ; Wesson Oil & Snowdrift Co. "One Man's Family" on Jan. 5 shifts to Fridays, 7:30-8 p.m., PST, on 9 NBC-KGO stations, plus KGIR and KGHL on sustaining basis; Hudson Motor Car Co. on Jan. 6 adds Robert L. ("Believe It or Not") Ripley to its Saturday Night Dancing Party series; Philip Morris & Co. program on 24 NBC-WEAF stations on Jan. 2 shifts to Tuesdays, 8-8:30 p.m.

A UNIQUE Christmas program, culminating in an airplane visit by Santa Claus, was merchandised this season by WMT, Waterloo, Ia. The program, including 11 merchants and organizations, was carried on over the air by contacting Station SANTA. Two visits by Santa were arranged on successive Saturdays just preceding Christmas. St. Nick zoomed over Waterloo in the WMT plane, descended at the municipal airport, and followed a set schedule in calling on the firms on the program.

TRANSCRIPTION accounts are being placed on a number of stations currently by the U. S. School of Music, New York (correspondence school) and the Iokelp Co., San Diego, Cal. (proprietary).

RADIO ADVERTISERS AGENCIES AND REPRESENTATIVES

LAWRENCE H. FIELD, western manager of Scott Howe Bowen, Inc., has resigned to join Edward Petry & Co., Inc., exclusive station representatives. Mr. Field will be identified with the New York office.

MARIGOLD CASSIN, formerly with the continuity department of CBS, has joined the Chicago office of Erwin, Wasey & Co. as assistant to the radio director.

CANINE FOOD Co., San Francisco (K-9 canned dog foods) has named Scott Perkins & Associates, new advertising agency at 604 Mission St., San Francisco, to handle its advertising, which includes an extensive campaign over California radio stations.

WFBR, Baltimore, announces that it has appointed Edward Petry & Co., Inc., its national sales representative.

ADVERTISING ARTS Agency has been opened at 1121 South Hill St., Los Angeles. It will handle radio accounts, including Forest Lawn and other sponsors. Group is the outgrowth of Paul R. Winans agency. Associated with Mr. Winans is George W. S. Reed, former advertising manager of the Southern California Music Co., who will continue to handle that account.

CONQUEST ALLIANCE Co., New York, foreign radio station representatives, announces the removal of its offices and audition studio to 515 Madison Ave., New York.

HKF, Bogota, Colombia, operating short wave and long wave transmitters, has appointed Conquest Alliance, Inc., New York, as exclusive representatives in all countries where it has offices.

SKELLY OIL Co., Tulsa, Okla., has appointed Russell C. Comer Advertising Co., Kansas City, to handle the radio advertising of Skelly Aromax Gasoline.

CAPITAL CITY PRODUCTS Co., Columbus, O. (Dixie Margarine and Mayonnaise products) has appointed the J. Horace Lytle Co., Dayton, O., to handle its advertising.

FRANCIS GILBERT has resigned as announcer at KPRC, Houston, to become supervisor of the radio department of the Jay H. Skinner Advertising Agency, Houston.

WALTER CRAIG, formerly director of World Broadcasting System, has left that organization to start radio program production service. His present address is 1 University Place, New York.

MAZER-CRESSMAN CIGAR Co., Detroit, has appointed Wesley K. Nash Co., St. Louis, to handle its advertising.

O'CEDAR Corp., Chicago (mops, polish, dusters and wax cream) has appointed Roche, Williams & Cunnyngham, Chicago, to handle its advertising.

To Use Radio Alone

NEWSPAPER advertisements, billboards and mass meeting will be tabooed in the coming New Orleans spring elections for city officers in favor of radio announcements, contracts for which have already been made on the major stations. Managers of the three candidates believe that by the use of radio they will be able to reach the home man and the women voters, who rarely attend mass meetings. Daylight hours will be used considerably to reach the women in the home.

PROSPECTS

ACCOUNTS which have previously used radio and which are making up new lists during January, February or ensuing months are reported by the National Directory of Advertisers as follows:

Sun-Maid Raisin Growers Ass'n, Fresno, Cal. (raisins and dried fruits).
Marion R. Gray Co., Los Angeles (Grayco shirts and cravats).
The Morex Co., Los Angeles (proprietary medicine).
Western Auto Supply Agency, Los Angeles (auto accessories, tires).
Van Camp Sea Food Co., Terminal Island, Cal. (sea food products).
R. Wallace & Sons Mfg. Co., Wallingford, Conn. (sterling silver plate and pewter).
Williams Oil-O-Matic Heating Corp., Bloomington, Ill. (heating and refrigerating equipment).
Elgin National Watch Co., Chicago (watches and clocks).
Household Finance Corp., Chicago (family finance service).
Premier-Pabst Sales Co. (Blue Ribbon malt extract, beer, ginger ale).
Union Mutual Casualty Co., Des Moines (insurance).
W. A. Sheaffer Pen Co., Fort Madison, Iowa (pens and pencils).
Bartles-Shepherd Oil Co., Waterloo, Iowa (Northland oil).
Nutrena Feed Mills, Inc., Kansas City, Kans. (live stock and poultry feeds).
Stratton & Terstegge Co., Louisville (minnow buckets, tackle boxes, bait boxes).
A. J. Tower Co., Boston (oiled clothing).
W. L. Douglass Shoe Co., Brockton, Mass.
Field & Flint Co., Brockton, Mass. (men's shoes).
C. M. Kimball Co., Everett, Mass. (stove polishes, ammonia and bluing).
General Mills, Inc., Minneapolis (Gold Medal flour).
Ross Bros. Co., Worcester, Mass. (agricultural implements, seeds and poultry supplies).
Chevrolet Motor Co., Detroit.
C. E. Jamieson & Co., Detroit (insecticides, pharmaceuticals).
The Tanglefoot Co., Grand Rapids, Mich. (fly paper and fly spray).
Northfield Iron Co., Northfield, Minn. (road equipment, sheet metal farm supplies).
International Oil Heating Co., St. Louis (oil burners).
George Kilgen & Sons, St. Louis (Kilgen pipe organs).
J. E. Cannaday Medical Co., Sedalia, Mo. (exzema remedy).
Fred Fear & Co., Brooklyn, N. Y. (egg dyes).
Dunlop Tire & Rubber Co., Buffalo, N. Y. (tires and golf balls).
Thomas Y. Crowell Co., New York (publishers).
Good Luck Food Co., Rochester, N. Y. (dessert products and pie crust).
B-C Remedy Co., Durham, N. C. (headache powders).
Apex Electrical Mfg. Co., Cleveland (cleaners, ironers, refrigerators and washers).
Dayton Spice Mills Co., Dayton, Ohio (Old Reliable coffee).
Mifflin Chemical Corp., Philadelphia (toilet articles).
National Enameling & Stamping Co., Milwaukee (enameled ware, kerosene and gasoline stoves and ranges).

A CHRISTMAS party staged for the benefit of Milwaukee's poor children by the MILWAUKEE JOURNAL, owner of WTMJ, and Heinie and his Grenadiers, drew a crowd of 19,000 into the city's largest auditorium and an overflow of 4,000. Funds raised enabled the sponsors to distribute gifts to more than 30,000 children.

New Method Tried For Sale of Time, Talent Over KNX

Production Man Handles Deal; Salesman Gets Extra Fee

By NAYLOR ROGERS
Vice President, General Manager, KNX, Hollywood

Mr. Rogers

A NEW sales method just installed at KNX should prove interesting to independent stations throughout the country and should benefit advertiser, agency and station alike. This plan, developed in collaboration with Van C. Newkirk, our newly appointed program director and production manager, we feel, will solve a great many of the problems which heretofore have confronted the independent station.

In the past we have paid our salesmen a commission on the sale of time only. There was no particular incentive to sell talent, continuity and production because there was no remuneration. Now, we will pay our salesmen a definite commission on the sale of talent, as well as time, and we have made arrangements for a production man to be available for the salesman who has a prospective client of KNX.

High Pressure Banned

THE SYSTEM is simple and should be workable, and we pass it on for what it may be worth to other independent stations. Our salesman is cautioned, when he joins the staff, against the use of high-pressure methods in any instance.

Naturally, a client is interested if he has the money for advertising and the product to sell. When the prospective client has expressed his interest in going further into the deal, the salesman arranges a meeting between the client and his agency, the salesman and a production man from KNX.

The production man assigned to the account knows the time available, the cost of orchestras, talent and continuity, the ASCAP charges, where to locate certain talent, what types of continuity will best fit the advertiser's needs, how often to spot the program and what time is preferable.

It is a physical and mental impossibility to create a miracle in front of a client, across the desk from him. Serious thought must be given to the problem. Therefore, the production man, after discussing the problem, returns to the station and asks for suggestions from all staff men, announcers, producers, and writers. Each of these men turns in an idea in complete form; if it isn't used, it is filed under "available programs."

Salesman Steps Aside

THERE follows a second meeting and possibly a third meeting with the client. The salesman is virtually out of the deal after the contact has been established between the client and the production department. The salesman from that time on is a service man—available to sign the contract when that time has been reached and to act as an intermediary.

When the production staff has turned out the ideas, the production representative follows through with the agency until a complete plan has been evolved and is ready for submission to the client. Then an audition is arranged at which time the salesman is present, and the deal is consummated.

Broadcasting Abroad, Ltd.

OFFERING a time placement and broadcast merchandising service to American manufacturers and export advertising agencies doing business in South and Central America, Broadcasting Abroad, Ltd. has been organized with headquarters at 119 West 57th St., New York. Wilson N. Durham, vice president, announces that his concern has been appointed exclusive foreign representative of Cadena Radio-Difusora Mexicana, a Mexican network, including XET, Monterey; XES, Tampico; XED, Guadalajara; XEWV, Vera Cruz, and XEW, Mexico City, the latter shortly to increase its power to 50 kw.

UTAH OIL REFINING Co., Salt Lake City, will use radio with other media to promote its new "New Pep 88" anti-knock fuel in the mountain states, and has appointed the L. S. Gillham Co., Salt Lake City agency, to handle the campaign.

Musicians' Relief

A UNIQUE scheme of helping unemployed musicians and of promoting the Boston emergency relief campaign was evolved by Charles W. Burton, manager of WEEI, upon being appointed a member of the radio committee of the drive. Campaign workers raised enough money to employ 20 unemployed union musicians and started a series of 45-minute Saturday programs over WEEI.

A feature of each program, besides the music, is a description of an imaginary parade of floats entered by charitable organizations taking part in the campaign. The series will last five weeks, after which WEEI will try to sell the program to an advertiser.

WFBG
ALTOONA, PA.
1310 kilocycles
100 watts
AVAILABLE FOR SPONSORSHIP
"Birthday Greeters" Program
Big Result Getter
Write Roy Thompson
"Voice of the Alleghenies"

Buy For Sure-Fire Results in Pittsburgh!

THE FAMOUS "BLUES CHASERS"
(Daily 10 to 11:15 a.m.)
AND THE "FOUR-THIRTY SPECIAL"
(Daily 4:30 to 5:15 p.m.)

Pittsburgh's two outstanding announcement-participation programs have continued to produce real results for advertisers even during the depression!

KQV's own staff band, singers and entertainers produce the type of program that assures Pittsburgh's largest daytime audience.

You can tie-in your product with these programs at the following rates:

ONE ANNOUNCEMENT A DAY 6 DAYS A WEEK
FOR $40.25 A WEEK
or
TWO ANNOUNCEMENTS A DAY 6 DAYS A WEEK
FOR $69.00 A WEEK
(Monday to Saturday inclusive)
Announcements not over 150 words

These are net flat rates subject only to Advertising Agency Commission

KQV
500 WATTS PITTSBURGH 1330 KC.
CHAMBER OF COMMERCE BLDG., PITTSBURGH, PA.

ONLY RADIO CAN

WABC
NEW YORK

WBBM
CHICAGO

WKRC
CINCINNATI

WJSV
WASHINGTON

WBT
CHARLOTTE

KMOX
ST. LOUIS

WCCO
MINNEAPOLIS-ST. PAUL

WPG
ATLANTIC CITY

DON LEE
CALIFORNIA STATIONS

Ladies in waiting—millions of them . . . listening for your program while they reach for somebody's product. Use radio—and sell them at the point of use . . . sell them cosmetics in the boudoir, food in the kitchen, furniture while they sit in the living room, listening, comparing, wishing

XUM

N REACH HER

-AT THIS MOMENT

. . . when her hand is reaching for YOUR product—or for your competitor's. Tell her YOUR story—over Radio Sales Stations—at the point of use . . . at the moment of need

Radio can be there when the cough starts, the toothbrush moults, or the dentifrice tube gives up its last drop. Radio helps her decide—at the moment she must decide—whether she'll reorder or replace.

Radio reaches her morning or afternoon, at the point of use . . . and Radio Sales Stations reach her at the lowest cost of any medium, in or out of radio. Because these stations dominate the maximum audience (millions more, by actual count) in 11 major markets. And because they are first-line outlets of the Columbia Broadcasting System—commanding (by actual measurements) more eager, more loyal listeners.

In addition to all these other pluses, Radio Sales Stations enable you to buy time on the most accurate basis of fact available in radio today. You know—in advance—exactly where your audience is, how big it is, and how much it has to spend.

Just call any Radio Sales Station, or Radio Sales, Inc. representative.

MEASURED DOMINANCE IN MAJOR MARKETS

485 MADISON AVENUE, NEW YORK

RADIO SALES INC.

410 N. MICHIGAN AVENUE, CHICAGO

XUM

Plan to End Radio-News War

(*Continued from page 10*)

are to be borne by radio, with their complete morning and evening reports, from which he will cull 30-word bulletins to make up the 5-minute news periods. Non-network stations can secure these reports by overhead wires, under the telegraph press rates recently extended to radio, if they pay a proportionate share of the expenses, which in their cases would be very small.

Nothing is said in the proposals just how the newspapers owning radio stations, or those already having friendly news and promotional affiliations with local stations, shall handle their news broadcasts except that those attending the meetings agreed that "the newspapers and the broadcasters will cooperate to limit the broadcasting of news by newspaper owned stations and independently owned stations on a base comparable to the schedule set up above for the radio chains." In view of the lack of endorsement by the NAB, this may mean anything or nothing. Nor is anything said about radio program listings. It is believed that, given an acceptable plan for radio-press relationships at large, the local problems can be adjusted to mutual satisfaction, with general recognition locally that the listing of radio programs is news and should be continued.

CBS Drops Bureau

THE DECISION of the press associations to furnish news to radio, even under strict limitations, represents a considerable liberalization of the policy adopted by the Associated Press at its annual meeting last April when it was decided that client newspapers could furnish radio with 30-word news bulletins locally but had to pay extra assessments if they did so. The United Press and International News Service refused to sell news at all to the networks, but did not restrict their newspaper clients from doing any kind of local broadcasting of their news they chose.

CBS under the plan agrees to give up its recently incorporated Columbia News Service, managed by Paul White, whose successful news-gathering was radio's answer to the press association bans of last spring. Indeed, it was the very success of Mr. White's organization, which not only furnished a sponsor with two 5-minute news flashes daily but also furnished its news commentators with the basis for their discursive broadcasts and carried a sustaining nightly 15-minute news period on the network, that is believed to have impelled the present agreement.

The CBS news organization definitely proved that radio could gather its own news with its own news staff, selling it if it liked, besides covering major spot events that may occur where microphone pickups were possible. The new agreement, incidentally, does not bar radio microphones at big happenings like conventions, meetings, scenes of momentous occurrences and the like.

WCAE Hails 1934

WITH GREETINGS TO ALL

From Its

NEW TRANSMISSION STATION

INCREASED SERVICE

TO CLIENTS

and

LISTENERS

1220 KILOCYCLES **WCAE** 1000 WATTS

INCORPORATED

PITTSBURGH, PENNSYLVANIA

BASIC RED NETWORK, NBC

Weather Service

PRODUCTION of automobile radios capable of tuning down to 200 kc., to enable tourists to pick up weather broadcasts from Department of Commerce aeronautical stations, is suggested by Rex Martin, assistant U. S. director of aeronautics. In a letter to radio manufacturers, Mr. Martin pointed out that knowledge of weather conditions along the route ahead would be of great value to the automobile driver during a cross-country trip.

Bitterness of the press toward radio has been intensified since CBS entered the news field, and in some cities it stimulated movements to eliminate program listings. NBC's commentators also had to gather their own news, but NBC never formally organized a news-gathering service. CBS is relieved of the expense of carrying its own press association, though this expense has been partially compensated by the one sponsor it had and by the sustaining interest it commanded with its news flash periods.

The network agreed to the concessions to the press with the thought in mind also that a friendly and cooperative attitude would preclude newspaper agitation against radio during the coming session of Congress. The leaders of the press generally, while often expressing resentment toward alleged advertising and news competition, have freely conceded that the American networks and independent stations have given the American public what it wants in entertainment, and less propaganda than the state-controlled radio systems of Europe. While the Canadian experiment in partial state ownership (the Canadian Radio Commission operates five stations while 63 are operated privately) is being watched with interest, the press of the United States has shown no widespread disposition to urge it as a solution of the problem here.

In Canada, incidentally, the Canadian Press furnishes the Canadian Commission's network with news periods at a nominal fee of $1 per year, having decided that limited news broadcasts are to the interest of newspaper readership and in the public interest.

Commentators to Continue

THE FIRST EFFECT of the tentative agreement at CBS was a decision by General Mills not to renew its contract for the two daily 5-minute news periods furnished by the Columbia News Service. It is reliably learned that the client and agency (Blackett-Sample-Hummert, Inc.) were well satisfied with the program but decided to abandon the series on the first expiration date of the present contract, which was the end of December.

To supply news for these daytime sponsored news periods and for its nightly sustaining news period, Columbia News Service had built a staff in key cities of the country and had sent a correspondent to London, where he had made contacts with one of the big European press associations. The day staff has already been disbanded, but the rest of the personnel will continue operation of the service until the agreement with the publishers actually goes into effect.

Such commentators as Boake Carter and Lowell Thomas, who are sponsored, will continue on the air with the slight variations in their styles required by the agreement.

Those at Conference

THE NEW YORK meetings were held under the auspices of the Publishers National Radio Committee of the American Newspaper Publishers Association, whose chairman is E. H. Harris, publisher of the RICHMOND (Ind.) ITEM-PALLADIUM. With him on his committee, and attending the meetings, were John Cowles, DES MOINES REGISTER & TRIBUNE; Edwin S. Friendly, NEW YORK SUN; James G. Stahlman, NASHVILLE BANNER, and L. B. Palmer, general manager of the A. N. P. A.

The radio executives present were M. H. Aylesworth, president NBC, and Frank E. Mason, vice president, NBC; William S. Paley, president, CBS; Edward K. Klauber, vice president, CBS, and Mr. McCosker. Mr. Klauber is a former NEW YORK TIMES man, and Mr. Mason, before joining NBC, was president and general manager of Hearst's International News Service.

The press representatives attending were: Roy W. Howard, chairman of the board, Scripps-Howard Newspapers; Harry Bittner, assistant general manager, Hearst Newspapers; J. D. Gortatowsky, International News Service; Karl A. Bickel, president, United Press, and Lloyd Stratton, executive assistant of the Associated Press, representing Kent Cooper, general manager.

Lehn and Fink to Start Series Without Mae West

LEHN & FINK Products Co., New York (Hind's Honey and Almond Cream) on Jan. 7 inaugurates a half hour series on 42 NBC-WEAF stations, Sundays, 10:30-11 p.m., EST, under the title, "The Hall of Fame," with Katharine Hepburn as the first guest artist. Nat Shilkret will conduct the orchestra, and John Erskine will be master of ceremonies for the series. Originally it was planned to have Mae West on the program for 26 weeks, but two factors caused this idea to be dropped: first, doubts about the acceptability of Mae West's material by a large part of the radio audience unless it was much toned down; second, doubts as to whether her available supply of material would last 26 weeks. Later reports that she was to be starred on the program at frequent intervals were denied. While guests for programs after the inaugural have not been decided upon, the policy is to include celebrities from stage, screen and opera. Mae West probably will appear once in the middle of the series. Ruthrauff & Ryan, New York, is handling the account.

THE EMPORIUM, San Francisco department store, on Jan. 2 starts "Barbara Lee" on shopping talks on KPO, placed through Charles R. Stuart, Inc., San Francisco agency.

Following Through in Radio

(*Continued from page 11*)

value of radio, the publicity angle now is regarded as a prominent factor in the effectiveness of the medium from an advertising standpoint. For example, the children will absorb quickly any news they can get about "Tarzan" or "Red Davis," or any other of their favorite radio characters, and whether there is any mention of the product or not, considerable benefit will revert to the sponsor in the form of increased interest and increased sales. Likewise, a new commercial feature may inherit a much larger following from the very beginning as a result of the build-up it has been given through advance publicity.

Point of Sales

WITH THIS new responsibility, the leaders in commercial radio have established complete facilities for the dissemination of their news. The publicity department of one of the high-powered stations has effected an arrangement with newspapers in its market, whereby stories and mats of the various commercial features can be run from time to time. In addition, this station has over one hundred smaller newspapers and trade publications using its news service regularly.

If an illustration will enhance the value of a printed ad, then why won't an illustration of a radio program increase its pulilng power? The answer is, it will.

Window and counter displays tying in with the radio campaign take an important place in the merchandising picture.

The point of sale is the place where all the advertising efforts are to be reflected in increased sales and where the actual results from the advertising are to show themselves. Here is the last opportunity to remind the potential purchaser of the product and the favorable impression he has already gained of it.

The fact that displays built around radio programs attract more than the usual amount of attention is well known to the average merchant who is usually anxious to provide his most desirable locations for them. An attractive window card calling attention to the radio program and tying up the product with it can serve as a subject for an attractive window display. Also, mounted photographs of the articles, samples of the premiums, etc., are good attention getters in windows.

Window Streamers

WINDOW STREAMERS can present a message with an unusual amount of flash, but are usually hard to prepare. WSM, one of the stations carrying the Teaberry Sports Reporter feature, solved this problem by preparing a unique streamer which provided a place for baseball scores during the summer and football scores during the fall. This streamer also carried an invitation to hear the complete sports news on the air that night and to try Clark's Peppermint and Teaberry Gum. The novel way of displaying the late scores in his window was an incentive for the merchant to use the streamers and the supply has been replenished several times. This is just one of the effective ways in which the station can work closely with the advertiser and the dealer in promoting the sale of an advertised product.

In order that all concerned may have a clear picture of the comparative sales position of the advertised product, the station which renders a complete service will usually conduct regular monthly sales surveys to determine the reaction which is being gained from the advertising. This information, together with a complete report on all merchandising service performed during that month, is transmitted regularly to the advertiser and agency, in order that they may gear their promotional efforts to the conditions in a particular market, and know where the selling effort and merchandising help should be concentrated. The merchandising department of a station can also collect and compile market data and sales potentials and any particular market information that its clients may require.

To say that this completes the merchandising picture would imply that no new ideas would ever be developed. We have touched only the important phases of broadcast merchandising. There are, of course, many variations of these as well as other less common advertising helps which will suggest themselves to fit any particular merchandising problem which might arise.

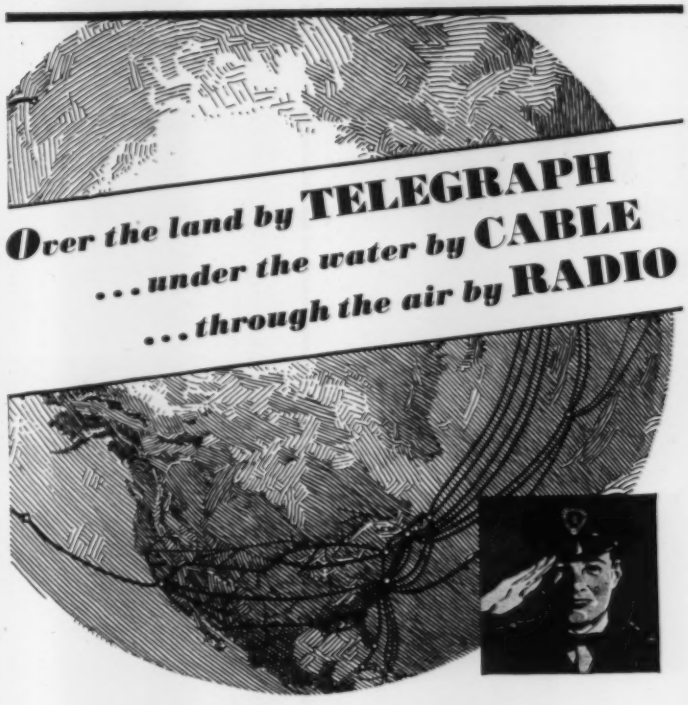
Efficiency and Cost

WHILE there are still some few who hold the belief that merchandising cooperation on the part of the station is a give-all-get-nothing proposition, it is now generally accepted that this activity can be made highly profitable. Fortunately, the effectiveness of merchandising help is dependent not so much upon the amount of money it costs, as upon the intelligent, efficient way in which it is executed. Quite naturally, though, it is necessary that the expenditure for this promotional help be kept commensurate with the revenue from the advertising account to be serviced.

Considering the permanent success of any advertising medium will be measured most accurately by the results which it is able to produce for its clients, we cannot help but recognize the importance of merchandising service that will tend to extend the effectiveness of the advertiser's campaign.

The advertiser will be happy because he will feel extra results from his advertising. The agency will be happy because it will be getting the maximum results from the campaign which it is directing. And the station will be tickled to death as it finds that its merchandising service is not only making permanent clients out of its advertisers, but is attracting many new accounts which like to do business where they are sure their advertising will have the proper merchandising support.

FORTY FATHOM FISH Co., Boston, Mass., in December renewed its transcription series on 12 stations placed through Street & Finney, New York.



Over the land by TELEGRAPH
... under the water by CABLE
... through the air by RADIO

..Coordinated Communications
that COVER THE WORLD

● Across the town or across the state...across the country or across the seven seas...it makes no difference when you use Postal Telegraph. For Postal Telegraph is part of the great International System, which provides fast, accurate, dependable message communication to the entire world through the perfect coordination of telegraph, cable and radio facilities.

Postal Telegraph reaches 80,000 places in the United States and Canada.* Working in conjunction with the other members of the International family, it reaches Europe, Asia and The Orient through Commercial Cables; Central America, South America and the West Indies through All America Cables; and ships at sea via Mackay Radio.

Use Postal Telegraph. As a member of the International System, it is the only American telegraph company that offers a world-wide service of coordinated record communications under a single management.

*In Canada, through the Canadian Pacific Railway Telegraphs.

To Telephone a
Telegram, Cablegram or Radiogram
just call
"POSTAL TELEGRAPH"
or *dial* your local Postal Telegraph office.
Charges will appear on your telephone bill.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables · All America Cables · Mackay Radio

Advertisers Know From Experience

that

WSPD

TOLEDO

Reaches its prospects in this great territory

Here's Proof!

Programs for 18 local accounts using 68 quarter-hours weekly.

30 Columbia Network accounts using 98 quarter-hours weekly.

14 agency spot announcement accounts and 84 local spot announcement accounts using a total of 720 announcements weekly.

We make no "distance claims" but past performances *prove* results in the area we serve.

Basic Station Columbia Broadcasting System

WSPD

The only Broadcasting Station in Toledo and Northwestern Ohio

Represented by

J. H. McGillvra
2 West 45th St.
New York City

Myron A. Reck
A-1808, 175 W. Jackson Blvd.
Chicago, Ill.

Radio Advertisers Lead in Earnings

Moody's Revenue Statements Analyzed by Network

ANALYSIS of the revenue statements of leading national advertisers, as published by *Moody's*, reveals a consistently higher earning ratio for those companies that have employed radio than for those that have not, according to CBS.

To insure that all the companies dealt with would be national advertisers in the truest sense, CBS selected from the list of the 150 leading national magazine advertisers and added the names of companies which have used radio during the last two years, though they may not have used magazines. In many cases the two classifications overlapped, and there emerged 98 companies for which statements were available.

Advertisers Classified

THESE were subdivided as follows (parent companies in each case): 39 advertisers using radio in 1932 and in 1933; 13 using radio in 1933 only; 21 using radio in 1932 only, and 25 not using in 1932 or in 1933.

It was decided that the best standard by which to measure the profit-earning ability of the different groups of companies was a ratio between net income and total assets. The 98 companies had a total asset value of $8,830,000,000, and in 1932 they earned, collectively, 1.52 per cent net profits, as against 2.78 per cent for the corresponding period in 1933—an increase in yield of 83.1 per cent.

Non-radio advertisers as a group earned .8 per cent during the periods for which they have reported in 1933, compared with a loss of .22 per cent for the same period of 1932.

Radio Users Gain

THE RADIO advertisers of 1933, on the other hand, earned 2.36 per cent in their 1932 period, and 3.74 per cent in 1933. Thus their earnings 4.67 times as great as those of their competitors who did not use radio during the current year.

An interesting comparison is afforded by the increase in earnings of companies which began to advertise by radio for the first time in 1933, and those which had used the medium consistently. The new users earned only 1.59 per cent, while the regular users earned 3.98 per cent. But by adding radio to their advertising media the newcomers increased their earnings over 1932 by 65.1 per cent, while the companies which had had the benefit of radio in previous years showed an increase of 58.2 per cent.

USING a special wire hookup of WTIC, Hartford, and WOR, Newark, the Larrowe Milling Co., Detroit (dairy, poultry and hog feed), on Jan. 16 starts two 15-minute programs originating in the former station, to be heard at noon for 13 weeks.

"This is BALTIMORE"

THE STORY!

Advertisers Recognize the NEW **WBAL**

THE REASONS!

New Equipment—New Location.
200% Improved Baltimore Coverage.
More Radio Homes in High-Grade Service Area Than Any Eastern Station South of Philadelphia

THE RESULT!

15% MORE
SPOT ADVERTISING IN NOVEMBER Than Any Previous Month in Eight Years of Broadcasting.

THE NEW

WBAL

MARYLAND'S ONLY CLEAR-CHANNEL STATION

FREDERICK R. HUBER
Director

10,000 Watts — Associate NBC

Dill Hits Commission

(*Continued from page 16*)

authority to rule on the character of radio advertising, as well as the percentage of advertising allowed were disavowed by the Senator as misquotations.

He declared that his statement was that the Supreme Court had upheld the Commission's right to judge programs in the light of their public interest, convenience and necessity, and that it has the power to take punitive action upon applicants for license renewals, rather than exercise any power of direct program censorship. The Commission, he declared, might warn broadcasting organizations, including advertisers, that certain types of commercial blurbs are undesirable.

"It ought to do something to improve radio instead of sitting back like a machine," he declared. "With all the growing protests against advertising methods, it does nothing. It seems to have no conception of its duty to remedy the situation. It makes no new allocations that are possible as a result of new developments in directional broadcasting and other advanced methods of transmission."

Hits Wire Charges

UNLESS the Commission becomes a more effective body, the Senator declared he would foster a plan to reduce it to one director with an appellate board to pass on his decisions. Unless the Commission puts some character of restriction on advertising, he said, it is possible that definite legislation may be enacted specifying what the Commission shall do in that regard, he asserted.

Senator Dill renewed his charges that land line rates of the American Telephone & Telegraph Co. for broadcasting hookups are exhorbitant and in a measure are responsible for alleged advertising excesses. "If these rates were reduced there would not be any necessity for the radio systems to take so much advertising and they might give better entertainment," he said.

"Station E-Z-R-A"

SPONSORED by the Pinex Co., Ft. Wayne, Ind. (Pinex cough remedy), the program "Station E-Z-R-A," recounting the doings of a tiny radio station in a mythical little town in Illinois, is proving to be a highly popular daily feature on WLS, Chicago. Pat Barrett plays Uncle Ezra, who is chief owner, operator, announcer and engineer, and Mrs. Barrett plays Miss Cecelia.

Sales Increased 800%

USING WBT, Charlotte, N. C., as its only advertising medium, Threads, Incorporated, Gastonia, N. C., (Mothers' Thread) reports it has increased its sales of threads 800 per cent over what they were July 1 when the program began. The account originally utilized two evening spots weekly but as a result of increased sales attributed to the radio advertising, it increased its time four months later to six programs weekly.

American Tobacco Takes Sponsorship Of Opera Series

"Big Four" Cigarette Makers All Now on the Radio

HAVING decided to abandon its program on Saturday nights featuring Jack Pearl with Al Goodman's orchestra, American Tobacco Co., New York (Lucky Strike Cigarettes), seemed likely to enter the new year unrepresented on the air waves until the third week in December, when arrangements were quickly completed for sponsored broadcasting of the Metropolitan Opera performances from New York. The series was inaugurated on Christmas day. This was the first sponsored performance in history for the Metropolitan.

By taking advantage of the comparatively low rates for day time, American Tobacco is able to present opera for two and a half hours, for only twice as much as it was billed for the half hour on Saturday nights. Jack Pearl's "Baron Munchausen" program was presented for Lucky Strike the last time Dec. 23, and on Jan. 3 Pearl joined Standard Brands' Wednesday night "Royal Gelatin Review" on the NBC-WEAF network. Network time cost of $8,000 for the former Lucky Strike series compares with about $16,750 for the Metropolitan programs, which will comprise 14 broadcasts in 13 weeks over an 82-station network.

Arrangements between American Tobacco and the Metropolitan were made personally by M. H. Aylesworth, NBC president. It has never been disclosed what NBC paid for carrying the opera series on a sustaining basis, but it is reliably understood to have been in the neighborhood of $150,000 when the opera season lasted 24 weeks. Now that it has been cut to 16 weeks, it is presumed that the cost to NBC for a sustaining series would be prorated. Lucky Strike therefore is presumed to be paying the $100,000 arrived at by this calculation, plus whatever bonus the Metropolitan may have asked for a sponsored rather than a sustaining series.

American Tobacco headed the "Big Four" in the cigarette field for time expenditures in 1933, the approximate amounts being:

Lucky Strike	$865,000
Chesterfield	665,000
Old Gold	395,000
Camel	78,000
Total	$2,003,000

Fourth Best Customers

INCLUDING expenditures by other tobacco advertisers, the industry finished the year 1933 in fourth place among the networks' best customers, ranking after foods, drugs, and oils, but ahead of the automotive classification. The last-named industry will be in third place at the beginning of this year, so far as can be estimated, oils fourth, and tobaccos fifth, with the "Big Four" estimated to expend about $328,000 in January. This is made up as follows:

Chesterfield	$130,000
Camel	78,000
Lucky Strike	68,000
Old Gold	42,000
Total	$328,000

Blackstone cigars (Waitt and Bond) having left the air at the end of December (the Tuesday half hour on NBC-WEAF is being filled by Sal Hepatica on a larger number of stations), the following are other tobacco advertisers as of today: Philip Morris, spending $17,000 a month; U. S. Tobacco, spending $4,800 a month, and Larus and Bros. Co., spending $21,000 a month.

AULD LANG SYNE

WSM Holds Informal Staff Frolic To Revive Old Time Spirit

TO RECAPTURE, so far as possible, the spontaneous spirit of the pioneer days of broadcasting, WSM, Nashville, has inaugurated a new Sunday night frolic. It is staged in an informal manner by members of the WSM staff who ostensibly get together to entertain themselves.

For an hour or hour and a half, from 10:30 p. m., the entertainers make merry in ad lib fashion. Tribute is paid to such old timers in radio as Lee Fitzpatrick, the Merry Old Chief; Harold Hough, the Hired Hand; Lamdin Kay, the Little Colonel; Bill Hay, the Scotchman who put the English language in a dress suit; and Graham McNamee and Phillips Carlin, the original WEAF announcers.

George D. Hay, the Solemn Old Judge, acted as master of ceremonies on the opening night. Others who participated: Lasses White and Honey, the Vagabonds, Freddie Rose, Ruth and Red harmony team, Francis Craig and orchestra; Freddie Russell, sports reporter, and J. Oliver Riehl, special WSM production man.

"Get Going Hour" Tells Listeners What to Wear, How to Drive to Work

UNION-MAY-STERN, leading St. Louis furniture store, on KMOX with its "Get Going Hour" every morning except Sunday from 7:30 to 8:30 o'clock, has found that giving the public a service it wants sells furniture as well as builds good will.

With hot-cha music on disks as the basis, chosen to put listeners in good humor for the day, the program reveals the morning traffic conditions for those who drive to work, temperature readings with suggestions as to the kind of clothing most comfortable to wear that day, weather, time, and a number of other bits of information important to the thousands getting ready for the day's work at that time of the morning. Although the program has been under way only two weeks, the furniture store has received thousands of letters of appreciation for the service and already reports the biggest pre-Christmas business in years, with most of it directly traceable to its radio advertising.

Start the Radio Year Right—

MAKE THIS NEW YEAR RESOLUTION NOW!

Read Your *Own* Copy of

BROADCASTING

Broadcast Advertising

MAIL THIS COUPON ☛

BROADCASTING
870 National Press Building
Washington, D. C.

I want to read BROADCASTING regularly in 1934.

NAME.....

ADDRESS.....

CITY.....

STATE.....

FIRM NAME.....

☐ One year, $3.00.
☐ Two years, or two 1-year subscriptions, $5.00.
☐ Five subscriptions, $10.00.

(Add $1.00 for Canadian and Foreign Subscriptions)

ACTIONS OF THE
FEDERAL RADIO COMMISSION

DECEMBER 15 TO DECEMBER 30 INCLUSIVE

Applications . . .

DECEMBER 19

WCNW, Brooklyn, N. Y.—Modification of CP authorizing move of transmitter and equipment change to extend the date of completion from 12-1-33 to 1-15-34.

WOV, New York—Installation of automatic frequency control.

KDKA, Pittsburgh—CP to make changes in equipment of main transmitter.

KUOA, Fayetteville, Ark.—License to cover CP for move of transmitter and equipment change.

WKBF, Indianapolis—Modification of license to increase specified hours of operation to include from 12 midnight to 2 a. m.

WBRC, Birmingham, Ala.—CP to install new equipment.

KFIZ, Fond du Lac, Wis.—Modification of license to change frequency from 1420 kc. to 1310 kc.

Application returned to the applicant as not in proper form: WCFL, Chicago—Extension of special experimental authorization to operate unlimited time from 2-1-34 to 8-1-34.

DECEMBER 21

WTAG, Worcester, Mass.—CP to make changes in the auxiliary transmitter and increase operating power of the auxiliary transmitter from 100 w. to 250 w.

WHAT, Philadelphia—Modification of license to change hours of operation from sharing with WTEL, not to operate when WCAM is operating to unlimited time, if WTEL vacates 1310 kcs., and not to operate when WCAM is operating.

WCFL, Chicago—Extension of special experimental authorization to operate unlimited time from 2-1-34 to 8-1-34.

WCBS, Springfield, Ill.—License to cover CP authorizing local move of transmitter; also CP to make changes in equipment and increase power from 100 w. to 100 w. night, 250 w. D.

KIDO, Boise, Idaho.—License to cover CP authorizing changes in equipment.

Applications returned to applicants: WBRC, Birmingham, Ala.—Consent to involuntary assignment of license from Frank M. King as receiver of Birmingham Broadcasting Co., Inc.; NEW, Samuel Nathanuel Morris, Stamford, Tex.—CP to operate on 1420 kc., 100 w., specified hours; WHET, Dothan, Ala.—License to cover CP to move transmitter and studio to Dothan and change frequency from 1210 kc. to 1370 kc.; WAPI, Birmingham, Ala.—Modification of CP requesting approval of transmitter site.

DECEMBER 27

WAAT, Jersey City, N. J.—Modification of CP authorizing installation of new equipment and increase in power from 300 to 500 w. to move transmitter locally.

WPFB, Hattiesburg, Miss.—Modification of license to reduce hours from unlimited to specified.

WGES, Chicago, Ill.—Modification of license to increase power from 500 w. Sunday 1 kw. day time to 1 kw. and hours to unlimited (facilities of WMBI and WCBD).

KRKD, Los Angeles, Calif.—Modification of license to use transmitter of KFSG as auxiliary transmitter of KRKD.

Applications returned: NEW, Richard T. Howard, Boston, Mass.—CP for new station 1130 kc., 1 kw. night, 2½ kw. day, unlimited time (facilities of WOV, New York); NEW, Scientific Club, Fajardo, P. R.—CP for new station on 850 kc., 50 w. night, 75 w. day, unlimited 3 or 4 hours daily; NEW, Pilot Point, Tex.—CP for new station on 985 kc., 15 w. night 25 w. day, four hours daily. (Wrong frequency equipment and transmitter site not satisfactory.)

Applications returned as not in proper form: NEW, The Texas Frontier Broadcasting Co., Marfa, Tex.—CP for new station on 1210 kc., 100 w., unlimited; KCRC, Enid, Okla.—Modification of license to change frequency from 1370 kc. to 1230 kc., increase power from 100 w. night, 250 w. day to 250 w. and hours from S-KGFG to unlimited; WNBW, Carbondale, Pa.—Modification of CP to extend completion date of C. P. (station deleted).

DECEMBER 29

WJEJ, Hagerstown, Md.—CP to move transmitter, change equipment, change frequency from 1210 to 1330 kc., increase power from 100 w. to 1 kw. amended to request 500 w.

WLAP, Lexington, Ky.—CP to move station from Louisville to Lexington, and to change frequency from 1200 kc. to 1420 kc.

WHET, Dothan, Ala.—License to cover CP authorizing change of frequency to 1370 kc.

NEW, Samuel N. Morris, Stamford, Tex.—CP for new station on 1420 kc., 100 w., specified hours. Facilities KFYO, Lubbock, Tex., and KFPL, Dublin, Tex.

WIBA, Madison, Wis.—Special experimental authorization for additional power to 500 w. at night to 4-1-34.

WJJD, Mooseheart, Ill.—Modification to move main studio from Mooseheart to Chicago.

WMT, Waterloo, Ia.—Modification to increase D. power from 500 w. to 1 kw.

Decisions . . .

DECEMBER 15

KGBZ, York, Neb.—Granted consent to voluntary assignment of license to KGBZ Broadcasting Co.

WJR, Detroit—Granted CP to move transmitter from Sylvan Lake Village, Mich., to location about 16 miles south of Detroit.

KPJM, Prescott, Ariz.—Granted authority to operate on such reduced power as necessary to obtain maximum percentage of modulation of at least 75 per cent pending installation of equipment, up to Jan. 1.

WARD, Brooklyn, N. Y.—Granted authority until Jan. 1 to operate with reduced power pending the obtaining of new plate voltmeter.

KIDW, Lamar, Col.—Granted authority to remain silent until Jan. 1, pending repair of generator and installation of new power supply.

Set for hearing: WBBX, New Orleans—Consent to voluntary assignment of license to the Coliseum Place Baptist Church; KRLD, Dallas, Tex.—Special experimental authority to change hours of operation from sharing with KTHS to unlimited simultaneously with WTIC, until end of regular license period (2-1-34), to be heard by Commission en banc Feb. 14; WTIC, Hartford, Conn.—Special experimental authority to change frequency from 1060 to 1040 kc.; change hours of operation from sharing with WBAL to simultaneous with KRLD (unlimited) until end of regular license period, to be heard by Commission en banc Feb. 14; KTHS, Hot Springs National Park, Ark.—Special experimental authority to change frequency from 1040 to 1060 kc.; change hours of operation from sharing with KRLD to simultaneous operation with WBAL from 6 a.m. to LS and independently from 8 p. m. to midnight CST, until end of regular license period, to be heard by Commission en banc Feb. 14; WBAL, Baltimore, Md.—Special experimental authority to change hours of operation from sharing with WTIC to simultaneous with KTHS, from 6 a. m. to sunset at Hot Springs and independently from then to 9 p. m. EST, and from 9 p. m. EST, synchronize with WJZ on 760 kc. with 2½ kw., until end of regular license period, to be heard by Commission en banc Feb. 14.

WGES, Chicago—Denied authority to operate unlimited time on 1360 kc., pending disposition of unused 4/7 time on that channel.

Applications, heretofore set for hearing, dismissed at request of applicants: WQBC, Vicksburg, Miss.—Modified license 1360 kc., 500 w. specified hours; WBBX, New Orleans—Involuntary assignment of license and CP to move transmitter locally; WOR, Newark, N. J.—Modification of CP for transmitter site.

NEW, Juan Piza, San Juan, P. R. (Ex. Rep. 501)—Granted CP for new station to operate on 1290 kc., 500 w. unlimited time, sustaining Examiner Hill and affirming grant made by Commission on May 19.

WIP, WFI, and WLIT, Philadelphia—The Commission agreed "to give further consideration to the question as to whether or not stations WIP, WFI and WLIT should be operated with increased power during D hours; and, pending a further order or final decision as to this phase of the cases, the three applicants are hereby authorized to operate their respective stations with 500 w. additional power during D hours on an experimental basis."

NEW, The State Journal Co., Lansing, Mich.—Hearing reopened on application for CP for new station.

WIAS, Ottumwa, Ia.—Granted regular renewal license because applications of KSO and WOC for facilities of this station have been dismissed.

WRBX, Roanoke, Va.—Granted regular renewal license, expiring May 1, 1934, since application of WTAR for this station's facilities has been dismissed.

WRUF, Gainesville, Fla.—Granted regular renewal license expiring Feb. 1, 1934, since several applications for this station's facilities have been withdrawn.

WODX, Mobile, Ala.—Hearing on application for modification of license to change frequency from 1410 to 1380 kc., and from sharing time to unlimited reopened, because of new court developments.

DECEMBER 19

WBNX, New York—Granted CP to move studio locally and make changes in equipment.

WKBC, Birmingham, Ala.—Granted CP to make changes in equipment and increase D power from 100 w. to 250 w.

KPJM, Prescott, Ariz.—Granted CP to move transmitter locally in Prescott and change equipment.

WHN, New York—Granted license covering move of transmitter and installation of new equipment; 1010 kc., 250 w.; shares WRNY and WQAC-WPAP.

KFOR, Lincoln, Neb.—Granted license covering changes in equipment 1210 kc., 100 w. night, 250 w. D., unlimited time.

KPJM, Prescott, Ariz.—Granted temporary renewal of license subject to such action as the Commission may take on their pending application for renewal.

KFJZ, Ft. Worth, Tex.—Granted renewal of license on a temporary basis subject to such action as the Commission may take on pending applications for the facilities of this station, as well as upon the renewal of application of KFJZ.

Set for hearing: NEW, Julio M. Conesa, Plaza Principal, Ponce, Puerto Rico—CP for new station, 1420 kc., 100 w. night, 250 w. day, specified hours; WTEL, Philadelphia—Modification of license to change frequency from 1310 to 1500 kc., and change hours of operation from sharing with WHAT to unlimited (facilities vacated by WPEN).

WOPI, Bristol, Tenn.—Denied request to reduce hours of operation from unlimited to specified from Dec. 18 to March 17, on account of business conditions.

KWKC, Kansas City, Mo. (Ex. Rep. 521)—Denied modification of license to change time of operation from specified hours to unlimited on 1370 kc., 100 w. power, sustaining Examiner Hill.

NEW, William L. Slade, Hamilton, O. (Ex. Rep. 522)—Denied CP to operate on 1420 kc., 100 w. (facilities of WHBD), sustaining Examiner Hill.

WHBD, Mt. Orab, O.—Granted renewal of license, 1420 kc., 100 w., sustaining Examiner Hill.

DECEMBER 22

KDKA, Pittsburgh—Granted CP to make changes in equipment.

WLBC, Muncie, Ind.—Granted authority to operate simultaneously with WTRC from 6:30 to 7:30 p. m., CST, on Jan. 1, 5, 11, 20 and 26.

WILL, Urbana, Ill.—Granted authority to operate simultaneously with KFNF from Dec. 27 until Jan. 18, specified hours.

WKBV, Richmond, Ind.—Granted renewal of license in accordance with existing license which expires Jan. 1.

WHDL, Tupper Lake, N. Y.—Granted renewal of license in accordance with existing license.

WODX, Mobile, Ala.—Granted temporary license from Jan. 1, and set for hearing the application to involuntary assign license from Mobile Broadcasting Corp. to W. G. Austin and W. O. Pape, receivers.

KUJ, Walla Walla, Wash.—Granted extension of special experimental authority to operate unlimited time experimentally to July 1.

WQBC, Vicksburg, Miss.—Granted cancellation of special temporary experimental authority, reducing hours of operation from unlimited to D only, effective Jan. 1.

WAZL, Hazleton, Pa.—Granted special temporary authority to operate a maximum of four hours D only, simultaneously with WILM, from Jan. 1 until July 1.

NEW, William F. Chaplin, Hot Springs, Ark.—Reconsidered and granted application, heretofore set for hearing, for new station to operate on 1500 kc., 100 w., D.

KGIX, Las Vegas, Nev.—Granted temporary renewal of license, subject to such action as the Commission may take on licensee's pending application for renewal.

WPEN, Philadelphia—Granted renewal of license on a temporary basis, subject to such action as the Commission may take on pending appeals for frequency authorized to be used by this station, and subject to cancellation without advance notice or hearing at any time when the Commission may grant the applicant herein a license to operate in conformity with permit granted Oct. 27, 1933, authorizing operation on frequency of 920 kc.

WHBD, Mt. Orab, O.—Granted temporary license subject to such action as the Commission may take on applicant's pending application for renewal.

NEW, Eastern Oregon Broadcasting Co., La Grande, Ore. (Ex. Rep. 517)—Denied application for new station to operate on 1500 kc., 100 w. night, 200 w. day, sustaining Examiner Hill.

KOAC, Corvallis, Ore.—Granted renewal of license to operate on present frequency, 550 kc., 1 kw., unlimited time, sustaining Examiner Hill.

KGIZ, Grant City, Mo. (Ex. Rep. 519)—Granted application for consent to voluntary assignment of license to KGBX, Inc., Springfield, Mo., affirming action taken June 30, 1933, and sustaining Examiner Hill. Also granted application for voluntary assignment of CP to KGBX, Inc., affirming Examiner Hill. This station has already been granted a CP to move to Springfield, Mo.

Set for hearing: WKBF, Indianapolis, Ind.—Modification of license to increase specified hours of operation to include 12 midnight to 2 a.m. daily; KWWG, Brownsville, Tex.—CP to move station to Port Arthur, Tex., exact transmission location to be determined subject to approval of Commission, and studio to be located at 1500 Proctor St.; WISN, Milwaukee, Wis.—Modification of license to increase D. power from 250 to 500 w.

WODX, Mobile, Ala.—Appeal for consent to voluntary assignment of license from Mobile Broadcasting Corp. to Frank M. King, receiver, withdrawn upon request of attorney for applicant.

Applications, heretofore set for hearing, dismissed at request of applicants: NEW, The Journal Co., Milwaukee, Wis.—CP 900 kc. 1 kw., 2½ kw., unlimited time; WTMJ, Milwaukee, Wis.—CP 670 kc., 5 kw., unlimited time; WHA, Madison, Wis.—CP to consolidate WHA and WLBL.

Examiners' Reports . . .

WEVD, New York—Examiner Hill recommended [Report 531; Docket 2101], that application for increase in power from 500 to 1000 w. on 1300 kc. be denied.

NEW, Thomas R. McTammany and William H. Bates, Jr., Modesto, Cal.—Examiner Walker recommended that application for CP on 740 kc., D., with 250 w. be denied because of lack of program material and overquota status of fifth zone and California.

WMBG, Richmond, Va.—Examiner Hill recommended (Report No. 533, Docket 1981 and 2027) that application of WMBG for increase in daytime power from 100 to 250 watts through deletion of WPHR, Petersburg, Va., for quota purposes, be denied and that latter station be granted renewal.

Programs Are Fit To Net's Schedule By Agency Design

Features Planned in Harmony With General Pattern

INDICATIONS that increasing attention will be given in the future to the building of radio programs so that they will fit most effectively into the general pattern of the station or network's schedule are contained in the policy followed by Blackett-Sample-Hummert, Inc., in its Sunday afternoon presentations on CBS.

Feeling that too much attention has been given to the individual program, treating it as an entity insulated from the rest of the available entertainment, the agency set out to meet the requirements of four clients as adequately as possible, and without losing anything of individuality, weave all the presentations into a general pattern.

Products Advertised

THE PRODUCTS advertised are Old English Floor Wax and Bi-So-Dol; Phillips Dental Magnesia, and Hill's Cascara. All the programs were contracted for on a half-hour basis, and it happens that all of them lend themselves to popular treatment.

Sunday afternoon, which previously had been regarded by sponsors with little favor, offered the best opportunities for building a balanced schedule. Three hours on CBS were booked already, from 3 to 6 p. m., with the New York Philharmonic Symphony Orchestra; "Roses and Drums," sponsored by the Union Central Life Insurance Company, and Frank Crumit and Julia Sanderson, presented by the General Baking Company.

Blackett-Sample-Hummert, Inc., engaged the hour and a half preceding the Philharmonic, and the half-hour following Frank Crumit and Julia Sanderson, for their four programs. Bearing in mind the programs already scheduled, the agency set to work to build the new units into a balanced framework, designed to keep the majority of listeners tuned to CBS outlets continuously from 1:30 p. m. for the next five hours. The greatest change in tempo and character of entertainment normally would come at 3 p. m., with the beginning of the Philharmonic, so the agency built up to that point with a dance program, by Abe Lyman's Orchestra, featuring waltzes and including many of the old favorites in three-quarter time.

Complete Schedule

AFTER 5 P. M., the transition from the Philharmonic to more popular entertainment was made easily by "Roses and Drums," with a captivating theme song, and dramatizations of actual events taken from Civil War history.

The schedule for the entire period therefore now reads:

1:30—Lazy Dan, The Minstrel Man (Irving Kaufman), popular songs and patter. (Old English Floor Wax.)

2:00—"Broadway Melodies" (Helen Morgan, Jerry Freeman's Orchestra and Chorus), hits from Broadway shows. (Bi-So-Dol.)

2:30—"The Big Hollywood Show" (Abe Lyman's Orchestra, soloists and accordionists), waltz melodies. (Phillips Dental Magnesia.)

3:00—New York Philharmonic Symphony Orchestra. (Sustaining.)

5:00—"Roses and Drums," Civil War dramas. (Union Central Life Insurance Co.)

5:30—Frank Crumit and Julia Sanderson, and Don Voorhees' Orchestra, songs, old and new. (General Baking Co.)

6:00—"Songs Your Mother Used to Sing" (Oliver Smith and Muriel Wilson, Renard's Orchestra), reminiscences of one and two generations ago. (Hill's Cascara.)

NAB Protests Bankers' Radio Advertising Ban Under NRA Code Rules

FORMAL protest against local regulations adopted under the provisions of the NRA code for the banking industry, which appear to discriminate against radio as an advertising medium for local banks, has been filed with General Hugh S. Johnson, NRA administrator, by Philip G. Loucks, NAB managing director.

In a letter to General Johnson Dec. 5, Mr. Loucks pointed out that a county banking organization in Pennsylvania had adopted a regulation which would preclude the use of radio and which specified that banks may advertise only in newspapers or by direct mail. He protested this in behalf of the NAB as "an unfair and unjust discrimination against the broadcasting industry."

It is reported that a Wyoming banking association also has adopted a similar provision under the terms of the banking code which allow local or county organizations to draft their own regulations. The specific provision against which Mr. Loucks complained, as published in the INTELLIGENCER JOURNAL, of Lancaster, Pa., follows:

The use of advertising novelties, such as coin banks, fountain pens, pencils, thermometers, calendars, etc., is prohibited. Banks may advertise only in newspapers of general circulation in their respective communities and by direct mail.

Would Fix Rates

A BILL designed to give the Radio Commission power to fix commercial rates of all broadcasting stations, by legally classifying broadcasting as a public utility open to all comers, will be reintroduced at the forthcoming session of Congress by Rep. Huddleston (D.), of Alabama, he announced Dec. 27. Stating that the primary purpose of the legislation would be to eliminate "discrimination," he said it would require stations to sell time to any one who offered to pay the fixed rates.

Operates Gold Mine

ALLEN T. SIMMONS, owner-manager of WADC, Akron, Ohio, is dividing his time this winter between his radio station and his gold mine at Tucson, Ariz., making periodical hops to and from the latter city in his private airplane. With the boom in the gold market, he is installing new machinery in his mine to make it one of the most modern in the country.

EQUIPMENT

A NEW Western Electric 1 kw. transmitter and speech input equipment has just been installed by KROW, Oakland, Cal., with a specially designed antenna supported by two 125-foot wooden poles.

THE NEW McClintic-Marshall transmitter tower of WCAE, Pittsburgh, has been erected, and the 1 kw. station will be broadcasting from the new vertical radiator on or about Jan. 15. William G. H. Finch, chief engineer of American Radio News Corp., Hearst radio subsidiary, is supervising the installation.

ACOUSTONE tile, ordered from the U. S. Gypson Co., Chicago, has replaced the old acoustic plaster on the walls of No. 1 studio of WSPD, Toledo, and rubber tile is being used for flooring. WSPD is renovating its entire studio layout atop the Commodore Perry Hotel.

WFAS, White Plains, N. Y., has replaced its condenser microphones with the new crystal microphone equipment of the Brush Development Co., Cleveland.

Ford Time in Doubt

WITH the special Ford cooperative dealer campaign on the NBC-WEAF network terminated, Ford Motor Co., which has signed for a network of 70 CBS stations, Sundays, 8:30-9 p.m., starting Feb. 4 has been offered the time vacated by "Lum and Abner" on an NBC-WEAF network, which has been Fridays, 10:30-11 p.m. Ford is planning to use both CBS and NBC hookups, but has been meeting difficulty in clearing suitable time.

Sustaining Broadcasts Of School Sport Events Aid Merchants, Station

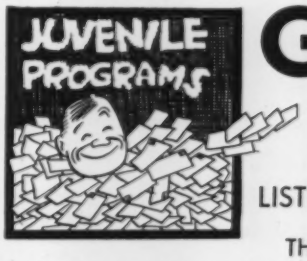
SUSTAINING broadcasts of local high school athletic contests have proved a stimulus to local business and have attracted much good will to the KGKL, San Angelo, Tex., Earle Yates, commercial manager, reports.

"We feel that they have well repaid us for time, trouble and money spent," he said. "Never have we attracted so much attention in this part of the state. During the hours of broadcasting these games business was at a standstill not only in San Angelo but also in neighboring towns."

Business at local stores has increased as much as 100 per cent because of the crowds that have been attracted by the broadcasts to the games, according to Yates. The station will profit indirectly, he adds, as the merchants will have more money to spend for advertising.

"Many small stations neglect their high school sports events," he added. "Those high school students will be the business men of the town in a very few years. It will be a nice thing for a local station to have plenty of good will built up with these fellows when they do get to be the business men."

CENTRAL SHOE CO., St. Louis (Robin Hood and Gold Standard Shoes) is using radio with other media in a campaign being handled by Jimm Daugherty, Inc., St. Louis agency.



GET THOSE KIDS

LISTENING AND HUSTLING.

THEY'LL NOT ONLY BUY BUT PUT ON THE GREATEST SELLING DRIVE YOU EVER SAW.

Your PROGRAM must be extraordinary—your MERCHANDISING PLAN must be fool-proof—Your GIVE-AWAYS must be exclusive and original.

This triumvirate plus keen knowledge of child psychology will broadcast your client into a new world of profits.

Every one of our programs receives a "laboratory test" before it goes on the air.

DESIGNED FOR AGES 8 TO 18

Every GIVE-AWAY something which cannot be purchased in any store.

We invite your inquiry. Advertising agencies and station operators write or wire.

Thornton Fisher

ELEVEN YEARS ON THE AIR

Studio
104-12 Continental Avenue
Forest Hills, L. I., New York

SPOT NETWORK INDEPENDENT

Broadcast Band is Widened

(*Continued from page 18*)

band. With new type antennas and other experimentation, it is felt, these channels can be used effectively for broadcasting.

Moreover, it was pointed out that at the Mexico City Conference, efforts to use these channels in an amicable settlement of the channel distribution differences with Mexico had proved fruitless. Consequently, it is thought, it is essential to prove the value of these channels by investigation and practical operation before they can be used in any further negotiations for solution of the allocation problem with other North American nations.

Audiences May Be Slow

MOST modern radio receivers can tune the 1500-1600 band. Older sets which do not tune beyond 1500 kc. must be equipped with an additional coil to pick up stations in the new band. Consequently, it is pointed out, two or three years may elapse before stations on the new channels acquire substantial audiences.

By providing for 20 kc. channels at the outset, the Commission feels that far greater quality in broadcast transmission can be achieved. Should the service prove feasible, it is presumed that the Commission will return to the normal 10 kc. separation, which would mean 10 new conventional channels in the band, instead of the three double-width experimental waves.

In stating his objections to the Commission's action with respect to the provision allowing sponsored programs on the band, Mr. Lafount said:

"In opening this band to broadcasting, the Commission does so on an experimental basis and the facilities so assigned are not chargeable to quota. This means that further program service will be added to already overquota and radio congested areas. We have had reason to view the economic distress of existing broadcasting stations during the past year. Additional competition, therefore, will mean additional economic distress to stations already licensed, with consequent lowering of the standard of service to the general public.

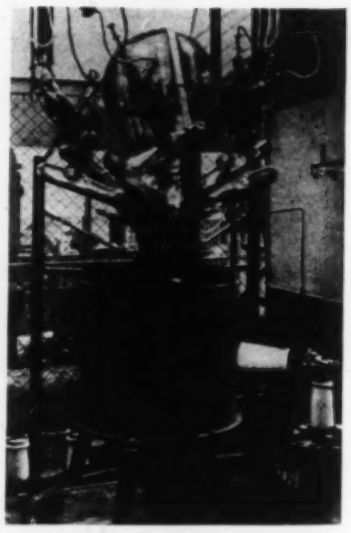
"The Commission has heretofore expressed itself as a matter of policy in the case of (a) television, (b) shortwave broadcasting, (c) amateurs, in that none of these services are permitted to use sponsored or commercial programs. There would seem to be no good reason for departing from this policy in the case of experimental broadcasting stations and every reason why the policy should be maintained as has already been pointed out. I believe that existing broadcasting stations are entitled to be protected from the kind of competition which will result in permitting sponsored programs over an experimental broadcasting station."

Jolliffe Outlines Reasons

IN HIS recommendation, Dr. Jolliffe outlined reasons upon which he based his conclusions. "It is extremely difficult," he said, "for a commercial station which is operating solely for profit to make experiments on antenna structure or to vary power, transmitters, etc., or to alter materially the service area of a station. It is likewise unfair to an established audience to be making such changes. It is our belief, however, that frequency between 1500 and 1600 kc. can be useful if the stations using them are properly engineered. Experiments to determine this cannot be carried on below 1500 kc.

"In order to determine the usefulness of these frequencies it is necessary to experiment with the antenna design to determine the maximum power which can be put into the ground wave with the minimum signal in the sky wave, and to determine the proper power to be used either for serving many small primary areas or a single small primary area with a larger secondary area. To determine these it will also be necessary to make a study of the fading characteristics of these frequencies.

"While not directly related to this problem the question of audio quality of transmission should be studied. It is impossible to determine the gain produced in the entertainment value of programs by increasing the range of audio frequencies from the radio broadcasting stations as now allocated, due to the fact that 10 kc. separation between carriers is not sufficient to permit receivers to be used which will accept high quality modulation without receiving interference from adjacent channels."



GIANT TUBE—This is one of the powerful new types of transmitting tubes in the recently completed high power Radio Bisamberg, Austria's pride of radio, near Vienna.

Regulations Altered

TO MAKE effective the opening of the new band, the Commission adopted the following changes in its Rules & Regulations:

(1) Add the following to Rule 27: "f. The licenses for experimental broadcast stations will be issued for a normal license period of six months from the date of expiration of the old license, or the date of granting a new license."

(2) Add new rule as follows: "306a. The term 'Experimental Broadcast Station' means a station carrying on the experimental transmission of broadcast programs on frequencies specifically designated for use by such stations."

(3) Change the title of Rule 313C to read as follows: "*C. Experimental Visual Broadcast Stations and Experimental Broadcast Stations.*"

(4) Add the following as Rule 319: "319. The following frequencies are allocated for use by experimental broadcast stations: 1,530, 1,550, 1,570 kc."

(5) Add the following new rules after Rule 324: "Rule 324a. Each applicant for experimental broadcast station construction permit will be required to show that he has a program of development which promises to lead to improvement in the broadcast art and has the finances and facilities to carry out the proposed program. In addition he shall be required to show:

"1. That the operation will be under the direct supervision of a qualified engineer with an adequate staff of qualified engineers to carry on the program of research;

"2. That the program of research includes study of antenna design field intensity surveys and plans for an analysis of response of listeners;

"3. That the transmitter and all studios will be equipped so as to be capable of at least 10 kc. audio frequency transmission;

"4. That if sponsored programs are transmitted, such sponsorship will not interfere with the program of research, and that the conduct of experiments will not depend only upon the sponsors as a means of defraying the cost of the experiments."

Add the following as Rule 324b: "Rule 324b. The Commission will not authorize an operating power to exceed 1 kilowatt for stations in the experimental broadcast service. In the determination of power the rules governing broadcast stations shall apply."

Television Request

A RESOLUTION urging the Radio Commission to reserve a continuous band of frequency from 40 megacycles to at least the neighborhood of 110 megacycles (40,000 to 110,000 kc.) for television service, adopted by the television committee of the Radio Manufacturers Association, has been transmitted to the Commission by Bond Geddes, executive vice president of the RMA. The resolution further stated that present indications are that television requirements of the future will be such that assignments in television band should be made on the basis of channels at least four megacycles wide in order to provide continuous television service.

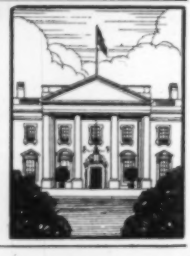
Smart surroundings in
WASHINGTON

The pleasure of your visit to Washington will be enhanced by smart surroundings in Hay-Adams House.

This hotel, located near the Federal Radio Commission and business district, offers the best in accommodations. Write or wire NATHAN SINROD, MANAGER, for further information.

HAY-ADAMS HOUSE

Opposite the White House



RCA

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.

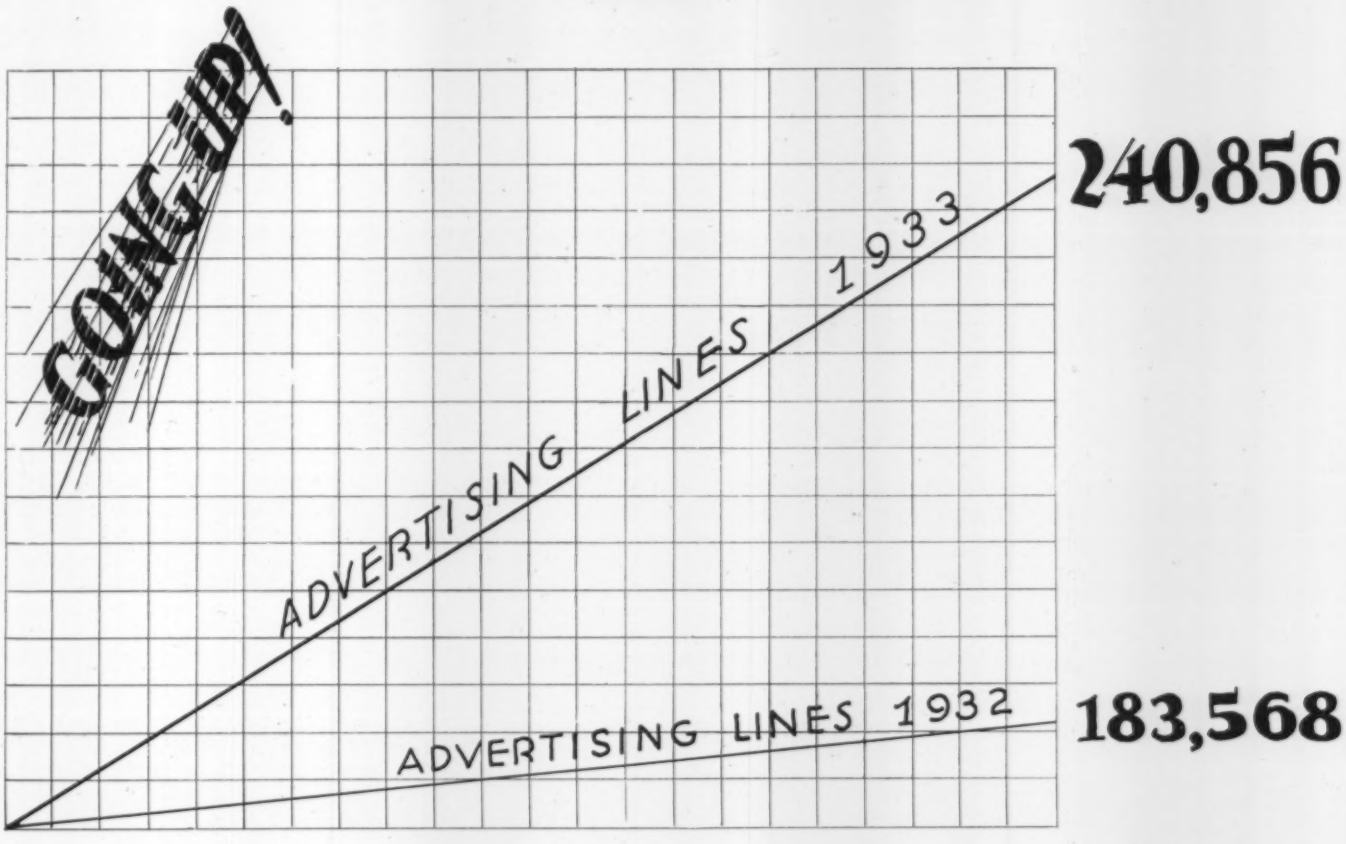
Commercial Department

A RADIO CORPORATION OF AMERICA SUBSIDIARY

66 BROAD STREET NEW YORK, N. Y.

ADVERTISER ACCEPTANCE

INCREASED 31% DURING 1933



DURING 1933, the various concerns seeking to reach the several broadcast advertising fields placed 31% (57,288 lines) more advertising space in BROADCASTING Magazine than in 1932.

The confidence manifested by these advertisers, particularly in repeat orders, is a tribute to the inclusive scope and coverage of this periodical as well as its editorial integrity.

It is significant to note that the major portion of the advertising placed in BROADCASTING Magazine during 1933 came through leading advertising agencies.

When experienced buyers of space select this medium to reach the national radio advertisers, the advertising agencies, the radio stations and the various other branches of the broadcasting industry, it is conclusive evidence that BROADCASTING enjoys an unexcelled leadership in its field.

Advertising in BROADCASTING Magazine should be the backbone of your 1934 sales and promotion campaigns.

Write For Information Regarding Rates—Coverage and Other Data

BROADCASTING
Broadcast Advertising

Advertising Forms Close 5th and 20th Preceding Issue Date

NATIONAL PRESS BUILDING WASHINGTON, D. C.

RADIO'S NEW DEAL
Roosevelt Administration Sets Record In Broadcasts

THE NEW DEAL Administration is setting a record in the use of radio to reach the public, according to tabulations by NBC for 1933. In less than ten months President Roosevelt has been heard 20 times, and Mrs. Roosevelt has set a new mark for First Ladies with 17 broadcasts.

Roosevelt's cabinet has made 107 radio addresses, Secretary Wallace leading with 21 speeches. Only Vice President John N. Garner has failed to keep pace; he has spoken over the network but once.

Senator Royal S. Copeland and Henry L. Rainey, Speaker of the House, have been heard most frequently out of the 58 Senators and 42 Representatives who have spoken over the network in 1933.

In addition heads of the various new governmental units, chief among whom is Recovery Administrator Hugh S. Johnson, have been heard from time to time.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

T. A. M. CRAVEN
Consulting Radio Engineer
Allocation Engineering
Commercial Coverage Surveys
Antenna Installations
Complete Engineering Surveys
National Press Building,
Washington, D. C.

RADIO RESEARCH CO., Inc.
Broadcast Station Engineering
Instrument Design and Manufacture
9th and Kearney Sts., N. E.
Washington, D. C.

G. H. WINTERMUTE
Frequency Monitoring Service
9420 Jones Mill Road
Telephone WIsconsin 3181
Chevy Chase, Md.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys
Antenna Design Wire Line Problems
National Press Bldg. Washington, D. C.
N. Y. Office: Englewood, N. J.

FRED O. GRIMWOOD
RADIO ENGINEER
Field Strength and Station Location Surveys
Constructional Engineering
Complete Transmitter Check-ups
Boonville Highway near Hercules Ave.
Evansville, Ind.

Copyright Society Seeking to Enjoin Canadian Authority

Parliament Ponders Changes; Romanelli Joins CBS

By James Montagnes

THE CANADIAN Performing Rights Society has filed a petition for a permanent injunction to restrain the Canadian Radio Broadcasting Commission from using eight popular songs over its new Montreal station, CRCM. The Commission offered the Society $1,500 for the use of its songs, but the copyright owners have held out for $2,500. The case is to be heard before a referee appointed by the Dominion government, probably not until the New Year and at Ottawa, although preliminary hearings are scheduled for the latter part of December.

This is the latest development in the copyright situation faced by Canada's Radio Commission. The whole matter will be aired at an early date, it is understood, Hector Charlesworth, Commission chairman, having asked the Society to await the return of C. H. Cahan, Secretary of State, under whose jurisdiction all copyright questions come. But the Society did not want to wait that long, and applied for an injunction.

* * *

THE FORTHCOMING session of the Canadian Parliament will have a great deal to do with radio legislation. There may be a change in the manner of appointments to the staff of the Commission. The act under which the Commission operates allows only for appointments until March 31, 1934. The question to be decided by Parliament will be whether apointments to technical and clerical posts will stand or whether they will come under the civil service act, which will mean competitive examinations before appointments are made.

It is felt that the three commissioners, Chairman Hector Charlesworth, Thomas Maher and Lieut. Col. W. A. Steel, will retain their positions under the act, but their staffs may have to fight.

Open Hearings Planned

THE INVESTIGATION is to be conducted by the original members of the House of Commons committee which recommended nationalization of radio. This committee is expected to be appointed shortly after the session starts on Jan. 31 and will be called on to make an interim report before March 31 to allow Parliament to pass such legislation as will continue the present system or transfer it to the civil service commission. Open sessions will be held, and the entire broadcasting question will be dealt with, including public opinion of what the Radio Commission has accomplished to date.

Should the committee recommend changes in operation and policy, the Commission appointed under the original act can be changed only by the governor-in-council, and the government is reported to be in favour of giving the Commission ample time to justify itself, considering the first year of operation largely experimental.

* * *

ONE OF Canada's foremost orchestra leaders, Luigi Romanelli, of Toronto, who has been heard on the air since the early days of broadcasting, has quit the Canadian Radio Commission's stations, and is now playing over the CBS outlet in Toronto, CFRB. Romanelli is dissatisfied over the way his program has been going over on the Commission's Toronto station, CRCT, and affiliated stations, and he asserts that since last May he has not received any pay for his orchestra broadcasts over the station. Romanelli plays from a Toronto hotel and the Commission's policy is not to pay for broadcasts of hotel orchestras on the assumption that hotels receive enough advertising by the mention of their name over the air. Romanelli states that before the Commission took over CKGW and changed it to CRCT, he was always paid for his hotel broadcasts by the station. Romanelli's orchestra is among the highest paid in the Dominion.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.
Forms close 28th and 13th of month preceding issue.

Help Wanted

Experienced salesman. WFDF, full-time network, only station in Flint, Michigan, negligible listener competition, 300,000 intensive coverage, 80% contract renewals, offers drawing account and commissions to right man. Prospects plentiful. Production or continuity neither required nor desired. Able merchandising assistance. Box 149, BROADCASTING.

Situation Wanted

Broadcast engineer, technician, licensed operator—Thorough experience in past six years covering installation, construction, maintenance, operation in stations of 100 to 50,000 watts power. University graduate. Age 24. Box 148, BROADCASTING.

For Sale

For Sale—Modern 250 to 500 watt broadcast transmitter including cathode ray modulation indicator. Box 147, BROADCASTING.

Broadcast Equipment

We will rebuild input amplifiers of the 8-series so they operate with modern tubes and have modern frequency response. Charges reasonable. Ask for details. Jenkins & Adair, Inc., 3333 Belmont Ave., Chicago.

Radio Script Service

THOMSON-WAY Script Service, Azusa, Cal., formerly specializing in short stories and features, has gone into radio. They will do the current Gilmore Circus (KFI-NBC) and other accounts. Principals of the group are Thomas Barclay Thomson, Isabelle Stewart and Ruby la Verte.

CARTER MEDICINE Co., New York (Carter's Little Liver Pills) in December started a series of daily announcements on 47 stations, placed through the H. H. Good Advertising Agency, New York.

Business Census Starts This Month

U. S. Survey to Show Where Consumer Spends Money

DESIGNED to present to business and government agencies a true picture of the conditions of business and accurate comparisons with 1929 conditions, a census of American business will be launched early this month under the direction of William L. Austin, director of the U. S. Census Bureau.

Employing 16,000 supervisors and enumerators, furnished chiefly by the CWA from the ranks of the unemployed, the census will canvass more than 2,400,000 business establishments.

The report will cover the volume of business done in 1933, the number of persons employed, amount of payroll and other expenses, stocks on hand and other data. As this will be the first census to include the service trades and amusements, it will show where the consumer's dollar is spent, in what kind of stores, for what classes of merchandise and how much is spent for service and amusement.

The field work is expected to be completed by Feb. 15, 1934. After the data is tabulated, the reports will be available to advertising agencies, advertisers, broadcasters and other businesses. It will be particularly valuable to radio because of its regional aspects.

In order to facilitate the gathering of the information, the Census Bureau has prepared a simple questionnaire, consisting of only eight questions. While individual returns will be held strictly confidential, the basic data to be supplied by the census will enable every business man to compare his accomplishments with those operating on similar lines, according to Mr. Austin.

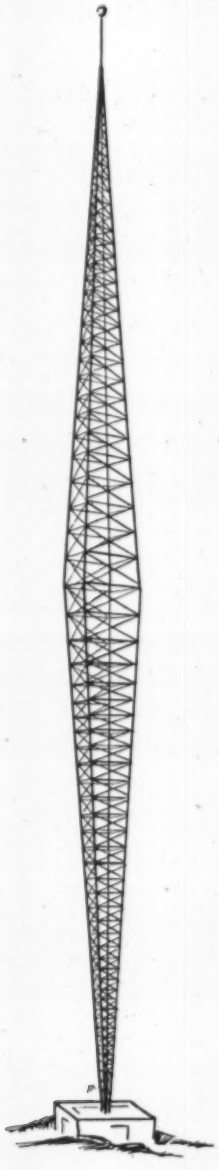
The census will furnish the first complete employment statistics since the NRA began functioning. It will cover part-time as well as continuous employment.

Exchange of Greetings Opens Mackay Stations

AN EXCHANGE of greetings between Washington and Chicago, New Orleans and Seattle by notables in the radio communications field marked the opening of three new radiotelegraph stations in the latter three cities by the Mackay Radio & Telegraph Co. Dec. 23. This point-to-point radiotelegraph service will tie in with the Postal Telegraph, which like Mackay is a subsidiary of I. T. & T. Mackay also operates radiotelegraph stations at New York, San Francisco, Los Angeles and Portland. Secretary of Commerce Roper sent messages to the mayors of the three cities; Chairman Sykes of the Radio Commission exchanged greetings with the mayor of New Orleans, and Commissioners Lafount and Hanley exchanged messages with the mayors of Seattle and Chicago, respectively.

UNITED REMEDIES, Inc., Chicago (Peruna, Kolor-Bak, etc.), has added 19 stations for the spot series it is using, placed through Heath-Seehof, Chicago.

Listen to Secretary Wallace*
talking about WSM's audience:



*In a speech at Birmingham, Alabama, on December 16, 1933.

"THE SOUTH IS LEADING THE ENTIRE COUNTRY ON THE WAY TO PROSPERITY"

He points out South-wide sales figures that run 40% higher than for November, 1932. He announces the release of another $48,000,000 in cotton checks around Christmas-time. He points to department store figures that lead the entire nation, running 15% ahead of last year, as compared with 2% for the nation as a whole.

No wonder WSM has been selling goods for its sponsors. No wonder our time is being bought by the shrewdest sales organizations in the country. For the South is the greatest beneficiary of the new deal. . . .

and WSM sells the South.

If it was *shrewd* to buy WSM last year, it is *brilliant* today.

Exclusive National Representatives
EDWARD PETRY AND COMPANY
NEW YORK DETROIT CHICAGO
ATLANTA SAN FRANCISCO

Owned and Operated by
THE NATIONAL LIFE & ACCIDENT INSURANCE CO.
NASHVILLE, TENNESSEE

Cleared Channel — Unlimited Time

WSM

NBC Affiliate — 50,000 WATTS — 650 Kilocycles